

NANTUCKET PROPERTIES SURVEY PLAN, NANTUCKET, MA BY PAL September 2022

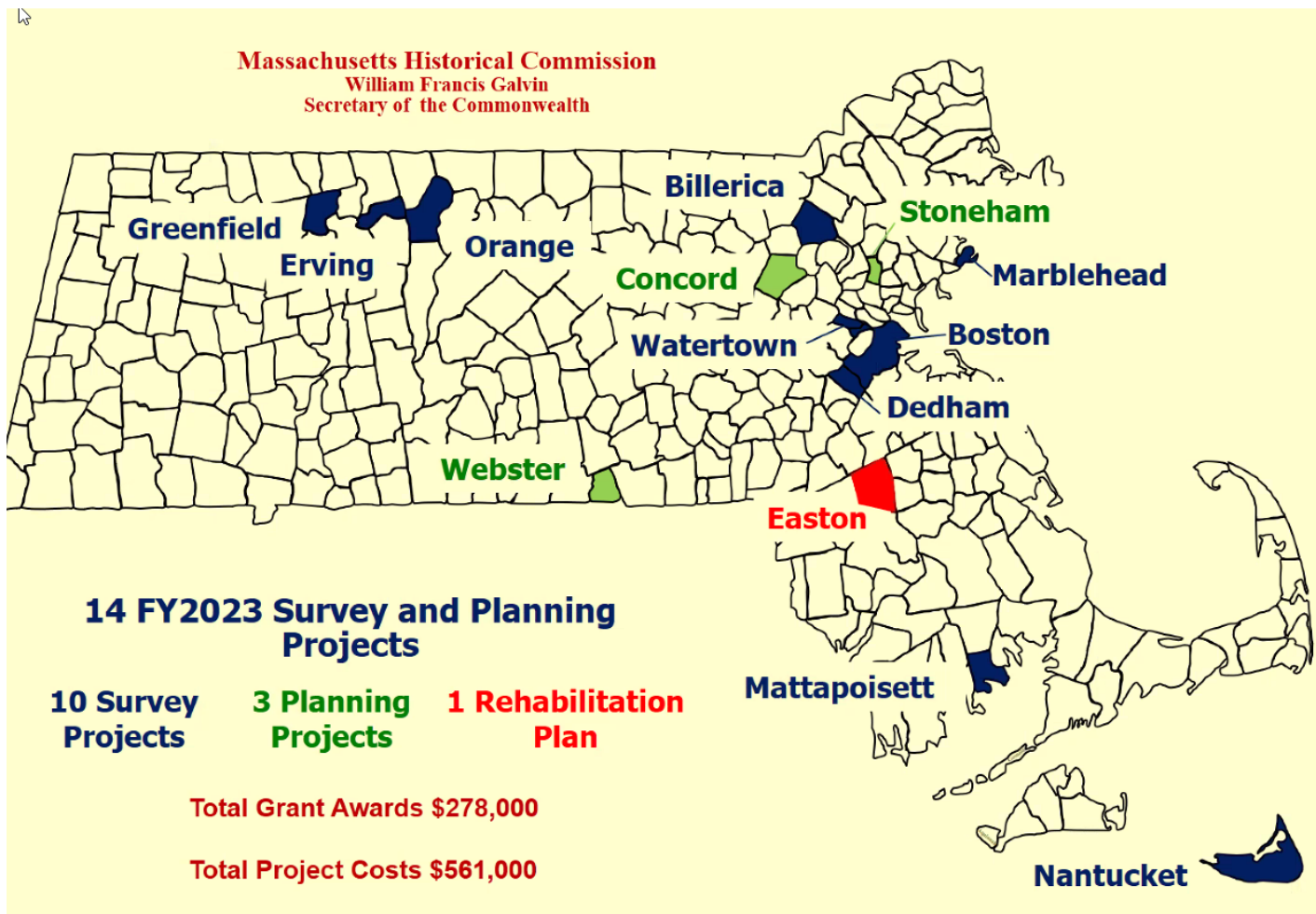


A-4. Map of Nantucket with Neighborhood Survey Unit Boundaries and Neighborhood Groupings (Source: PAL, GIS, MACRIS).



The Federal Preservation Program Partnership – for our Certified Local Government

“Preservation through public & private partnerships!”



MHC FY2023 Survey & Planning Projects

\$278,000 GRANT awards

HALF was awarded to CLGs.

**HP Fund comes from Offshore Oil Lease Revenue (NOT taxes)



Historic Preservation Fund Annual Report

FY
22

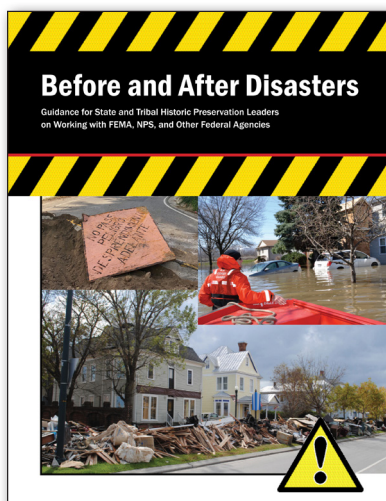
The National Park Service (NPS) administers the Historic Preservation Fund (HPF) on behalf of the Secretary of the Interior and uses annually appropriated funds to provide grants to State and Tribal Historic Preservation Offices to assist in their efforts to protect and preserve their historic resources. Each State and Tribal Historic Preservation Officer uses this annual appropriation to perform the Federal preservation responsibilities required by the National Historic Preservation Act. Preservation activities may be carried out directly by States (SHPO), who are required to pass 10% of their funding to Certified Local Governments (CLG), and provide a 40% match to their HPF funds. HPF grants to Tribes (THPO), which do not require a match, help them undertake preservation activities and assume SHPO responsibilities on tribal land as outlined in their THPO agreement with the NPS.

Distribution of FY 2022 HPF

State Historic Preservation Offices	\$57,675,000
Tribal Preservation Offices and Heritage Grants	\$16,000,000
African American Civil Rights	\$21,750,000
Historically Black Colleges and Universities	\$10,000,000
History of Equal Rights	\$4,625,000
Paul Bruhn Historic Revitalization Program	\$10,000,000
Save America's Treasures	\$26,500,000
Semiquincentennial	\$10,000,000
Underrepresented Communities	\$1,250,000
Congressionally Directed Spending	\$15,272,000
Total	\$173,072,000

Disaster Planning Handbook

Based on input from SHPOs, THPOs, and other federal partners, NPS produced a handbook on working with the federal government before and after disasters to help preservation leaders effectively communicate with funding agencies. An online version is available now at go.nps.gov/checklist.



\$173 million

Amount appropriated in FY2022 by the US Congress from the HPF for historic preservation

Competitive HPF Grants

Competitive grants from the Historic Preservation Fund can be appropriated by Congress for specific grant programs. These programs address different types of preservation needs across the country and fund a variety of work including physical preservation, surveys and inventories, National Register nominations, education, documentation, and preservation planning.

FY2022 Programs funded at \$82,375,000

- African American Civil Rights
- Historically Black Colleges and Universities
- History of Equal Rights
- Paul Bruhn Historic Revitalization Subgrant Program
- Save America's Treasures
- Semiquincentennial
- Tribal Heritage Grants
- Underrepresented Communities

Want to keep up with HPF Grant Opportunities?

[Sign up for the STLPG Bulletin!](#)

(go.nps.gov/bulletin)

[@HHPreserveltNPS](#)



[@HHPreserveltNPS](#)



[HHPreservelt NPS](#)



YouTube

Competitive HPF Programs



African American Civil Rights (AACR) grant program awarded \$16.2 million from FY2021 to 44 projects in 15 states for history and preservation projects that tell the story of the African American struggle for equality. 101 applications requested over \$27 million.

Georgetown County Government received funding for repair of the Sandy Island School, which was constructed in 1932. The school provided a 9-month quality education to Sandy Island children until the 8th grade. It also held adult education courses for voter registration education in the 1950s and the 1960s, increasing Sandy Island voter participation to 100%. Repairs will allow the building to be transformed from into a multi-use interpretive and learning center for the Sandy Island community and cultural tourists alike. Photo courtesy: Georgetown County, South Carolina



Historically Black Colleges and Universities (HBCU) grant program awarded \$9.7 million in grants to assist 21 preservation projects in 9 states for National Register listed or eligible buildings on HBCU historic campuses.

Benedict College received funding to update the 1986 Benedict College Historic District nomination to the National Register of Historic Places, which includes Pratt Hall. Built in 1902 as a hospital and training school for nurses, Pratt Hall was later converted to a girls' dormitory and then administrative offices for the college. Photo courtesy of AJ Shooter Photography.



History of Equal Rights grant program awarded \$3.27 million from FY2021 for 10 projects in 7 states to preserve sites related to the struggle of all Americans to gain equal rights.

The Cliquepoint Data Foundation, a digital literacy non-profit serving low-income youth in Cleveland, received funding to rehabilitate the historic Eleanor B. Rainey Memorial Institute. Built in 1904, the Institute housed middle-class settlers who provided educational and social services to Cleveland's immigrant and minority communities as one house of the reformist Settlement House Movement. Once the project is complete the building will continue to serve as a community center. Photo courtesy: Cliquepoint Data Foundation, OH

Diverse Communities Benefit from HPF Funding

The Leona Tate Foundation for Change

Preservation of the McDonogh 19 Elementary School Building and Cafeteria, New Orleans, LA

The historic McDonogh 19 site reopened as the Tate Etienne & Prevost Center on May 4, 2022, and was renamed for Leona Tate, Gail Etienne and Tessie Prevost, who desegregated the all-white school on November 14, 1960. Escorted to school by U.S. Marshals, this historic event represented a turning point in the Civil Rights Movement following the *Brown v. Board of Education* court case. In 2016, the building was listed in the National Register of Historic Places as one of the first two schools



Ribbon Cutting for rehabilitated McDonogh 19, now the TEP Center, May 2022. Photos courtesy of Tate Etienne & Prevost Center, New Orleans, LA

to be integrated in New Orleans' Lower 9th Ward. The multiyear restoration of McDonough 19 was funded in part by three Historic Preservation Fund grants totaling \$1.5 million. Now complete, the rehabilitated school features an interpretive exhibit centered around the New Orleans Public School Desegregation Experience, office headquarters for the Leona Tate Foundation, People's Institute for Survival and Beyond, Beloved Community, and 25 apartments for residents 55 and older.



Leona Tate and Federal Marshalls at McDonogh 19, New Orleans, LA, November 1960

7 statewide historic preservation plans approved

Required under the National Historic Preservation Act, these state plans identify social, economic, and environmental trends that influence preservation practice, with public participation to set statewide goals and objectives for historic preservation.



Paul Bruhn Historic Revitalization subgrant program awarded \$7.275 million from FY2021 to 11 recipients in 10 states to support economic development through the preservation of historic buildings in rural communities across the country. 42 applications requested over \$20 million.

Indiana Landmarks received funding to establish the Downtown Attica Revitalization Subgrant Program that will provide needed funding to qualified building owners to undertake repair and rehabilitation of their historic buildings. The program will award subgrants ranging from \$10,000 to \$100,000 and property owners will be required to provide a 10% match in additional funding. Photo courtesy of Tommy Kleckner, Indiana Landmarks.



Save America's Treasures (SAT) grant program awarded \$24.25 million from FY2021 to 80 projects in 32 states and the District of Columbia for nationally significant collections and preservation projects. 161 applications requested over \$33 million.

The Coach Barn at Shelburne Farms is one of the great barns of America and one of Vermont's iconic historic buildings. This project will both protect and preserve the barn for continued use as an inspirational gathering space, supporting the mission of Shelburne Farms to inspire and cultivate learning for a sustainable future. This project will protect the barn from the threat of fire with a new electrical system and the installation of an integrated fire detection, alarm, and suppression system in conformance with current life safety Codes. Photo courtesy: Shelburne Farms



Semiquincentennial grant program awarded \$7 million from FY2021 in the inaugural round of funding to 17 cultural resource preservation projects across 12 states to mark the 250th anniversary of the founding of the United States.

The Old Mulkey Meetinghouse State Historic Site is home to a frontier church founded by early colonists in the Cumberland Gap, including Daniel and Squire Boone. The early Baptist meetinghouse was a focal point of a growing European population in the area and representative of log building practices in early America. This grant will support repairs to the roof, lighting upgrades, and updates to the National Register listing to expand resource boundaries and include archaeological resources from earlier periods. Photo courtesy: Kentucky State Parks



Tribal Heritage grant program awarded \$537,005 to 11 projects to Federally recognized Tribes, Alaska Native Groups, and Native Hawaiian Organizations from repurposed THPO FY2021 funding. 19 applications requested nearly \$1 million.

Since 1999, the house of Rappahannock Chief George L. Nelson has provided public history and educational programs for both tribal citizens and the statewide community. This grant will fund the rehabilitation and interpretation of this structure as a tribal museum and spiritual/traditional indigenous healing center. It will allow the Museum to educate citizens and the public about Virginia's rich Indigenous history and the struggle for tribal rights in the face of one of the most anti-Indian laws in the country, the 1924 Racial Identity Law. Photo courtesy: Rappahannock Tribe of Virginia



Underrepresented Communities grant program awarded \$1 million from FY2021 to 22 projects in 16 states, the District of Columbia, and Guam, for survey and nominations to add more diverse resources to the National Register of Historic Places.

The Washington Dept. of Archaeology and Historic Preservation received funding to complete a survey of Chinese American Exclusion sites in Washington State. Pictured here is the New York Cafe in Ellensburg, WA, in 2019 before rehabilitation. Photo courtesy: Washington SHPO

HPF By-the-Numbers

	SHPO	THPO
New listings to the National Register of Historic Places	850	7
—cumulative total listings 98,000	—total contributing resources 1.9 million	
Properties nominated to Tribal Registers	n/a	1,640
Federal undertakings reviewed	106,300	9,850 Tribal Lands 125,500 Ancestral Lands
Approx. acres surveyed for cultural resources	8,900,000	357,000
National Register eligibility opinions provided	93,000	9,850

CLG : 30 New Communities in 16 States Total 2,094 Participating Communities



Deerfield Beach is on the ancestral land of the Seminole, Taino, Tequesta, Miccosukee, and Mascogo People. The Town of Deerfield was incorporated in 1925, a few decades after the 1896 expansion of the Florida East Coast Railroad, as its proximity to the railroad made shipping produce easy for farmers. Renamed Deerfield Beach in 1939, tourism grew in the region after World War II and other industries like manufacturing became important to the economy. Today, Deerfield Beach is known for its stunning waterfront where residents and visitors can enjoy swimming, surfing, and scuba diving. Certified as a CLG March 2022.

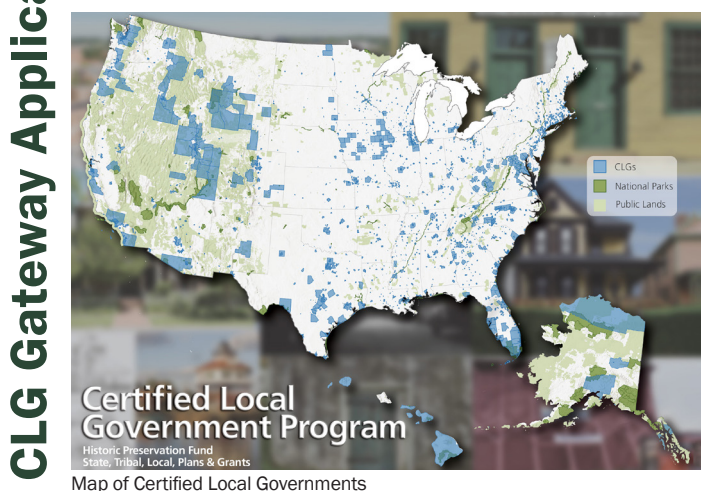
One notable example of historic architecture in Deerfield Beach is the Old Deerfield School (National Register # 99000525). This school was built in 1920 in the Mediterranean Revival style, which was popular in the early 20th century in Florida. It served as an elementary school until 1926, when a larger school was built, then became a local government building, and later a museum and community meeting hall. Photo courtesy of the National Register of Historic Places.

After receiving certification as a CLG, the Town of Bedford wrote —*Bedford is pleased to become a Certified Local Government as a community with a long track record of pursuing historic preservation efforts even in the face of significant growth. The Town has long sought to preserve its historic character and to work with the residents and business owners to forge innovative solutions when presented with challenges related to preservation.*



Bedford Town Hall, listed in the National Register of Historic Places, is one of the many historic sites that make up the town of Bedford, New Hampshire, Certified as a CLG in July 2022.

The Certified Local Government Gateway application is designed to connect local governments with their federal partners, like National Parks. Access at www.nps.gov/stlpg under “HPF In Action.”



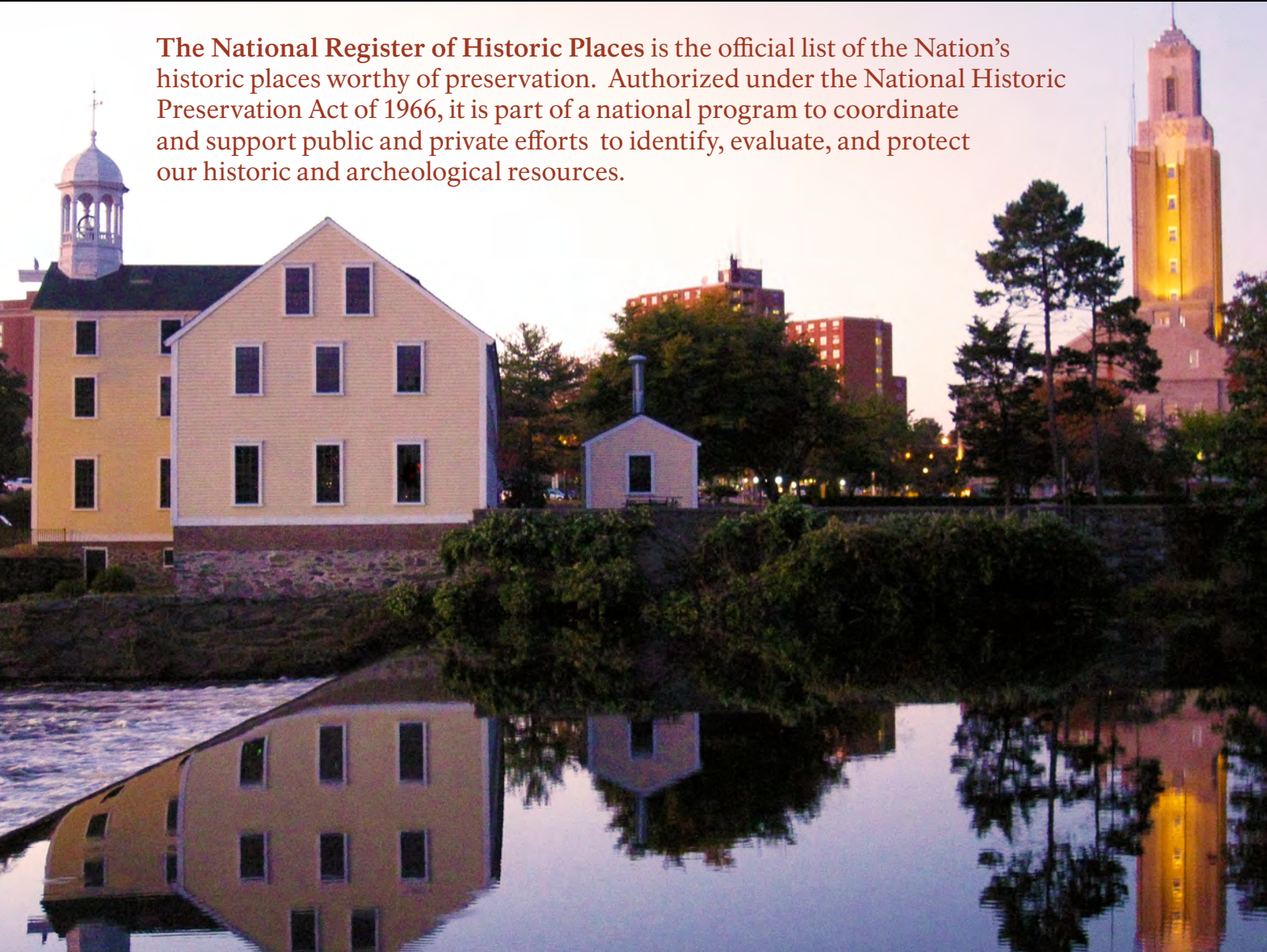
Local Governments Certified FY2022

In FY2022, the NPS and SHPOs certified 30 new communities as Certified Local Governments (CLGs) willing to commit to historic preservation and protect what makes their communities special. CLG partners have special access each year to 10% of the annual HPF funding allocated to each State. In addition, they can apply for competitive grant programs from the HPF. Featured are two new CLGs and NPS will share more through [#CLGMonday](https://twitter.com/CLGMonday) posts.

CLG Name	Approval Date	State Name
Torrington	06/27/2022	Connecticut
Wilton	08/12/2022	Connecticut
Deerfield Beach	03/29/2022	Florida
Lake Butler	03/22/2022	Florida
Winter Park	03/29/2022	Florida
Teton County	10/07/2021	Idaho
Libertyville	12/28/2021	Illinois
Biddeford	03/23/2022	Maine
Highland Park	04/19/2022	Michigan
Linden	10/29/2021	Michigan
Livonia	12/27/2021	Michigan
Mackinac Island	01/26/2022	Michigan
Muskegon	09/02/2022	Michigan
Pontiac	06/28/2022	Michigan
Royal Oak	05/11/2022	Michigan
Bay Saint Louis	05/24/2022	Mississippi
Yazoo City	05/24/2022	Mississippi
Marceline	03/21/2022	Missouri
Bedford	08/05/2022	New Hampshire
Manchester	08/05/2022	New Hampshire
Mont Vernon	08/05/2022	New Hampshire
Las Cruces	12/10/2021	New Mexico
Alexander County	03/29/2022	North Carolina
Columbia	08/08/2022	Pennsylvania
Sewickley Heights	05/11/2022	Pennsylvania
Mount Pleasant	01/31/2022	Tennessee
Millcreek	09/03/2022	Utah
Martinsville	03/09/2022	Virginia
Pewaukee	02/03/2022	Wisconsin
Reedsburg	06/17/2022	Wisconsin

National Register of Historic Places

The National Register of Historic Places is the official list of the Nation’s historic places worthy of preservation. Authorized under the National Historic Preservation Act of 1966, it is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources.



Old Slater Mill, Providence County, RI
Lach Franquemont

Who We Are

Properties listed in the National Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archeology, engineering, and culture.

Listing properties in the National Register of Historic Places often changes the way communities perceive their historic places and strengthens the credibility of efforts by private citizens and public officials to

preserve these resources as living parts of our communities.

Nomination to the National Register plays an important role in preservation activities of federal agencies; state, tribal, and local governments; and private organizations.

All National Historic Landmarks and all historic areas in the National Park System are included in the National Register of Historic Places.

What We Do

The National Register of Historic Places program reviews nominations submitted by States, tribes, and Federal agencies, and lists eligible properties in the National Register. We offer guidance on evaluating, documenting, and listing different types of historic and archeological places through the National Register Bulletin series and other publications.

The National Park Service and National Register can

provide information on the National Register program, including lists of properties, nomination documentation, and information on preparing nominations.

Contact information for State Historic Preservation Officers, Federal Preservation Officers, and Tribal Historic Preservation Officers can be found on our website (www.nps.gov/history/nr) or on reverse side.



McDougall-Sullivan Gardens
Historic District
New York County, NY
Michael Daddino



Angels Flight Railway
Los Angeles County, CA
Corey Miller



Cragwold,
St. Louis County, MO
Doug Moss



Lindholm Oil Company
Service Station
Carlton County, MN
Michael Barton

How Properties are Listed in the National Register

The National Register nomination process usually starts with your State historic preservation office.* If the property is on Federal or tribal land, then the process starts with the Federal preservation office or Tribal historic preservation office. See reverse side for contact information.

Nominations can be submitted to your State historic preservation office from property owners, historical societies, preservation organizations, governmental agencies, and other individuals or groups.

The State historic preservation office notifies affected property owners and local governments and solicits public comment. If the owner (or a majority of owners for a district nomination) objects, the property cannot be listed but may be forwarded to the National Park Service for a Determination of Eligibility (DOE).

Proposed nominations are reviewed by your State’s historic preservation office and the State’s National Register Review Board. The length of the state process varies but generally will take a minimum of 90 days.

Complete nominations, with certifying recommendations, are submitted by the State Historic Preservation Office, Federal Preservation Office, or Tribal Historic Preservation Office to the National Park Service in Washington, DC for final review and listing by the Keeper of the National Register of Historic Places. The National Park Service makes a listing decision within 45 days.

*Contact your SHPO or THPO or check their website for National Register information, research materials, and necessary forms to begin the nomination process.

“Thank you and the National Park Service for your part in protecting my family’s home and heritage.”
-Joanne Y.

How Properties Are Evaluated

To be considered eligible, a property must meet the National Register Criteria for Evaluation. This involves examining the property’s significance, age, and integrity.

Significance: Is the property associated with events, activities, or developments that were important in the past? With the lives of people who were important in the past? With significant architectural history, landscape history, or engineering achievements? Does it have the potential to yield information about our past through archeological investigation?

Age and Integrity: Is the property old enough to be considered historic (generally at least 50 years old) and does it still look much the way it did in the past?

Criteria for Evaluation

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- A. that are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. that are associated with the lives of persons significant in our past; or
- C. that embody the distinctive characteristics of a type, period, or method of

construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or

D. that have yielded or may be likely to yield, information important in history or prehistory.

The National Register & Your Community

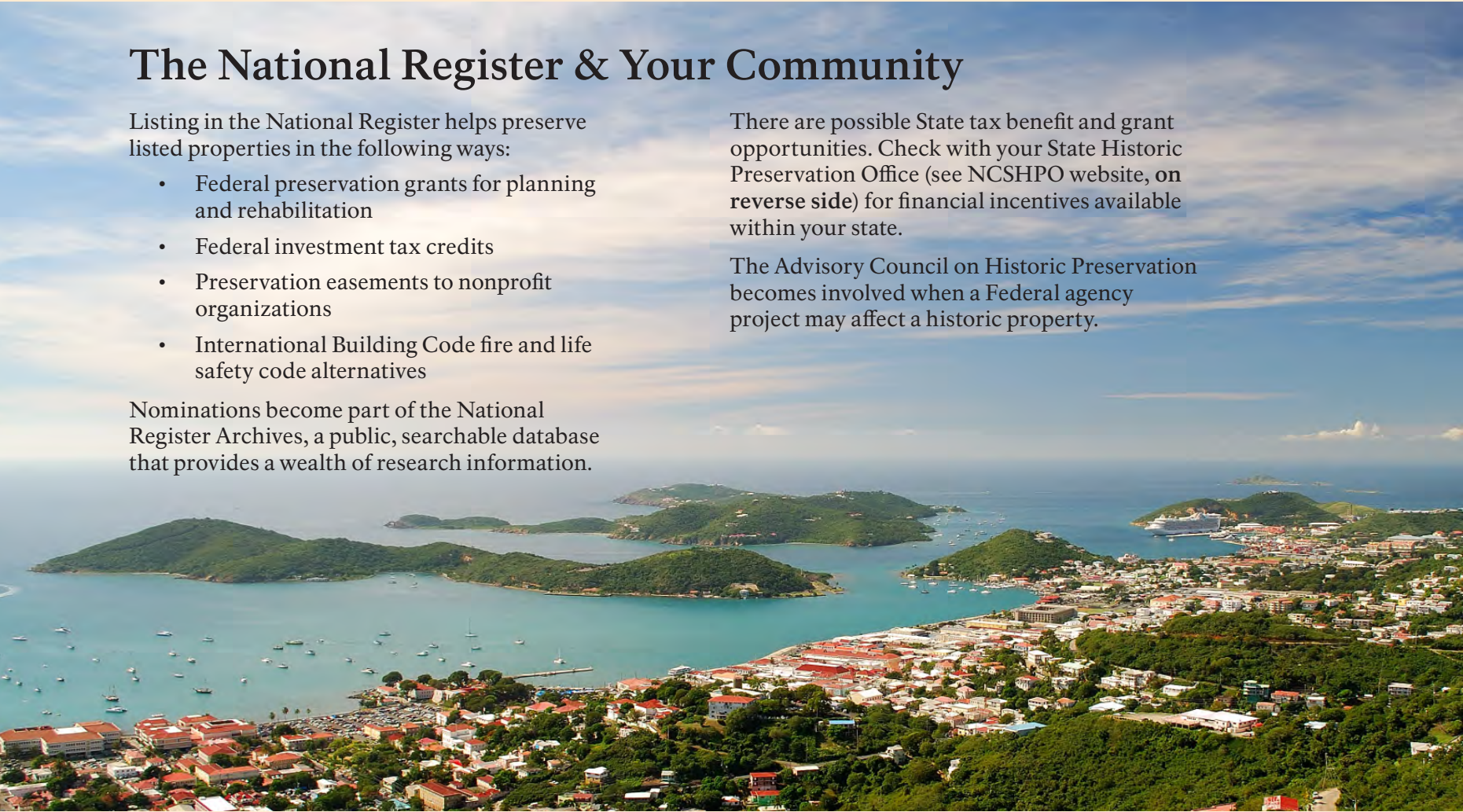
Listing in the National Register helps preserve listed properties in the following ways:

- Federal preservation grants for planning and rehabilitation
- Federal investment tax credits
- Preservation easements to nonprofit organizations
- International Building Code fire and life safety code alternatives

Nominations become part of the National Register Archives, a public, searchable database that provides a wealth of research information.

There are possible State tax benefit and grant opportunities. Check with your State Historic Preservation Office (see NCSHPO website, on reverse side) for financial incentives available within your state.

The Advisory Council on Historic Preservation becomes involved when a Federal agency project may affect a historic property.



Charlotte Amalia Historic District (foreground) and Hassel Island Historic District (background), St. Thomas, US Virgin Islands
Sergey Klachkov

“I don’t think without the National Register designation of the Warehouse district we could have gotten the investor interest and the interest of public officials in taking a bunch of old buildings ... and turning them into a vibrant retail, residential, and office district.”
-Hunter Morrison, City of Cleveland Planning Office

Listing & Ownership

Owners of private property listed in the National Register have no obligation to open their properties to the public, to restore them, or even to maintain them, if they choose not to do so. Owners can do anything they wish with their property provided that no Federal license, permit, or funding is involved.

National Register listing does not lead to public acquisition or require public access.

An individually owned property will not be listed if the owner objects. For historic districts, a district will not be listed if a majority of private property owners object.

National Register listing does not automatically invoke local historic district zoning or local landmark designation.



Moffatt-Ladd House
Rockingham County, NH
Ed Bolton



McPherson Opera House
McPherson County, KS
Keith A. Wondra



Cape Creek Bridge No. 01113
Lane County, OR
Bruce Fingerhood



Forestiére Underground
Gardens, Fresno County, CA
Matthew G. Cohen

Criteria Considerations

Ordinarily cemeteries, birthplaces, graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

- A. a religious property deriving primary significance from architectural or artistic distinction or historical importance; or
- B. a building or structure removed from its original location but which is primarily significant for

architectural value, or which is the surviving structure most importantly associated with a historic person or event; or

C. a birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building associated with his or her productive life; or

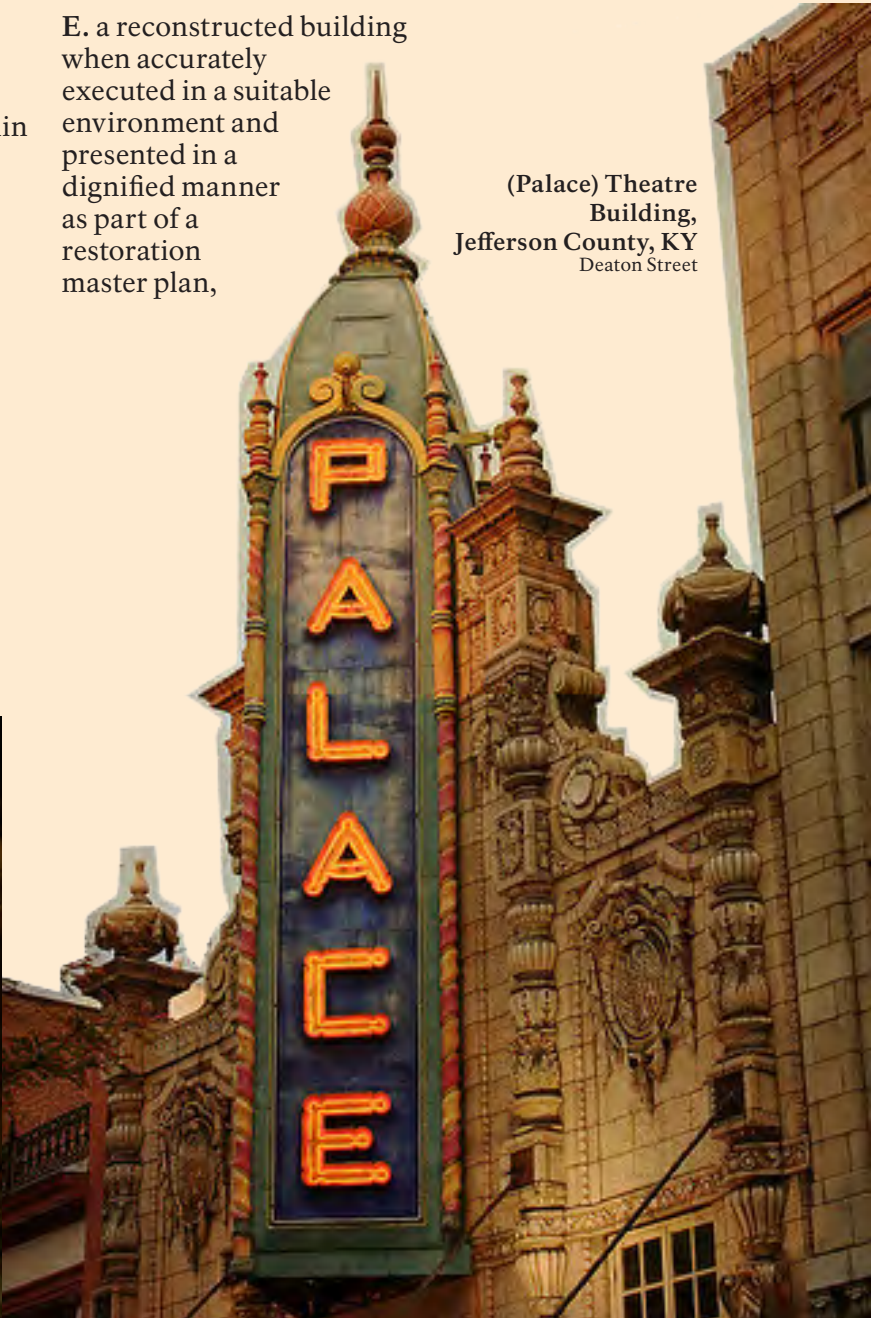
D. a cemetery that derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or

E. a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan,

and when no other building or structure with the same association has survived; or

F. a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or

G. a property achieving significance within the past 50 years if it is of exceptional importance.



(Palace) Theatre
Building,
Jefferson County, KY
Deaton Street

National Register of Historic Places

Cultural Resources
Washington, D.C.
National Park Service
U.S. Department of the Interior



Bryson Apartment Hotel, Los Angeles County, CA
Corey Miller



Brokaw-McDougall House, Leon County, FL
Amanda Baird



Argo Tunnel and Mill, Clear Creek County, CO
Thad Roan



Old Deerfield Village Historic District, Franklin County, MA
Corey P. Nasman



Carl's, Fredericksburg Independent City, VA
Jennifer Glass

Economic Growth & Revitalization Opportunities

Web addresses and phone numbers of State, Tribal, and Federal historic preservation offices can be found on the National Register website.

Federal Tax Incentives for Rehabilitation

Since 1976, the Federal Internal Revenue Code has contained a variety of incentives to encourage capital investment in historic buildings and to spur revitalization of historic properties. These incentives encourage the preservation of historic commercial, industrial, and rental residential buildings listed in the National Register

by allowing favorable tax treatments for rehabilitation. More information can be obtained by contacting the Federal Historic Preservation Tax Act Program at the web address listed in the **Quick Reference** section of this brochure or by contacting your State Historic Preservation Office.

Easement Donations

The Federal Internal Revenue Code also provides for Federal income, estate, and gift tax deductions for charitable contributions of partial interests in real

property (easements on land and buildings). Further information on easements may be obtained from the sources listed above in the tax incentives section.

Federal Historic Preservation Grants

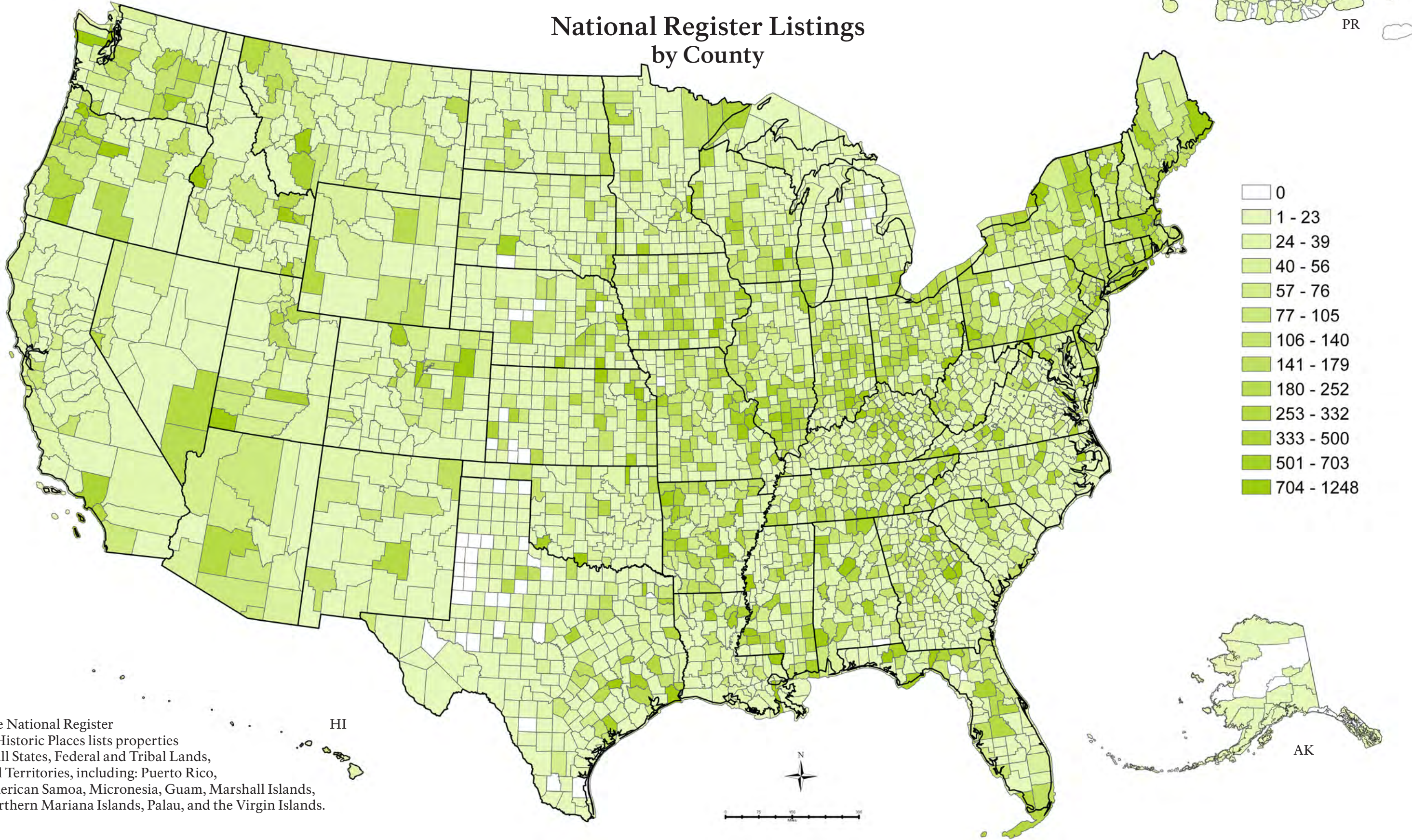
Owners of National Register listed properties may be able to obtain Federal historic preservation funding, when funds are available. Information about Federal historic preservation grant assistance is available on the Heritage Preservation Services website (see **Quick Reference**

below) or by contacting your State Historic Preservation Office.

State Historic Grant and Tax Programs

States also administer State grant assistance programs and many of them allow for property tax abatements and State income tax credits for rehabilitated historic properties. See NCSHPO website contact information listed below.

National Register Listings by County



The National Register of Historic Places lists properties in all States, Federal and Tribal Lands, and Territories, including: Puerto Rico, American Samoa, Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau, and the Virgin Islands.

Quick Reference

National Park Service
www.nps.gov
National Historic Landmarks
www.nps.gov/history/nhl
Archeology Program
www.nps.gov/history/archeology
Teaching with Historic Places
www.nps.gov/history/nr/twhp
Travel Itineraries
www.nps.gov/history/nr/travel
Heritage Preservation Services
www.nps.gov/history/hps
Cultural Resources Diversity Internship Program
www.nps.gov/history/crdi
NPS Park History
www.nps.gov/history/history
Maritime Heritage Program
www.nps.gov/history/maritime
Advisory Council on Historic Preservation
www.achp.org

Preservation Officers

National Conference of State Historic Preservation Officers (NCSHPO)
www.ncshpo.org
National Association of Tribal Historic Preservation Officers (NATHPO)
www.nathpo.org
Federal Agency Preservation Programs and Officers
www.achp.gov/fpolist

"My students truly appreciated the chance to learn more about the church's history and architecture directly from this important source document."

—Catherine,
NH elementary school teacher

Contact Us

National Register of Historic Places
1201 Eye Street NW
Washington, DC 20005
202-354-2211
www.nps.gov/history/nr
nr_info@nps.gov



Massachusetts Avenue Historic District, Worcester, both a Local and National Register Historic District

Can a property be designated both as part of a National Register District and as a part of a Local Historic District?

Yes, in this case property owners receive all the benefits from the federal listing and the assurance that the local bylaw or ordinance will protect the historic area from inappropriate alteration.

If my property is within a National Register District, will it eventually be designated a Local Historic District as well?

Not necessarily. An M.G.L. Chapter 40C Local Historic District is established only by a two-thirds majority vote of your city council or town meeting. It is a completely separate local process.

State Register of Historic Places

Properties within Local Historic Districts and National Register Districts are automatically included in the State Register of Historic Places.

Listing in the State Register:

- provides limited protection from adverse effects by state-involved projects.
- when available, provides owners of municipal or private non-profit properties opportunity to apply for 50% matching state grants through the Massachusetts Preservation Projects Fund.

If you would like more information on historic district designation, contact either your local historical commission or the Massachusetts Historical Commission, 220 Morrissey Boulevard, Boston, MA 02125 (617) 727-8470, www.state.ma.us/mhc

There's a Difference!



Local Historic District

Granby Local Historic District

National Register District

Sumner Hill Historic District, Jamaica Plain: a National Register Historic District



MASSACHUSETTS HISTORICAL COMMISSION

William Francis Galvin
Secretary of the Commonwealth

There is a difference...

There are substantial differences between a Local Historic District and a National Register District. This brochure has been prepared by the Massachusetts Historical Commission to help clarify these differences.

National Register Districts

A National Register District is part of the National Register of Historic Places. The National Register of Historic Places is the list of individual buildings, sites, structures, objects, **and** districts, deemed important in American history, culture, architecture, or archaeology. It is a federal designation and is administered by the Secretary of the Interior through the Massachusetts Historical Commission as the State Historic Preservation Office.

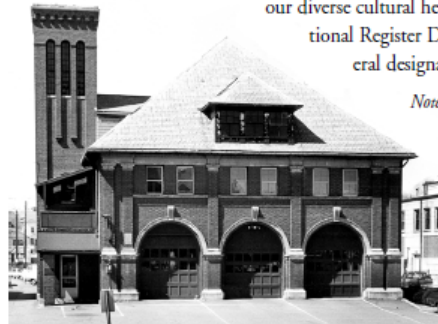
Listing in the National Register:

- recognizes that the area is important to the history of the community, state, or nation.
- allows the owners of income-producing properties certain federal tax incentives for rehabilitation.
- provides limited protection from adverse effects by federal or state involved projects.

If there is no state or federal involvement in a project (such as federal licenses, permits, or funding) and no pertinent local or regional regulations (such as a local historic district), then listing in the National Register of Historic Places does not in any way limit an owner's handling of the property.

There are over 900 National Register Districts in Massachusetts.

The National Register of Historic Places, begun in 1966, promotes an appreciation of our diverse cultural heritage. Communities with National Register Districts take great pride in this federal designation.



Fire Station, Melrose Town Center Historic District, both a Local and National Register Historic District

Note: A National Register District cannot be listed if a majority of the property owners submit notarized objections. Every owner of record of private property has the opportunity to comment and/or object to the nomination, and has one vote regardless of whether they own a single property, multiple properties, or a portion of a property.

Local Historic Districts

In general, local historic districts are far more effective at preventing inappropriate changes than a National Register District. In a local historic district, a locally appointed Historic District Commission reviews proposed changes to exterior architectural features visible from a public way. For instance, if a building addition is proposed in a local historic district, the property owner must submit an application to the Historic District Commission. The Historic District Commission holds a public hearing and makes a determination on whether the new addition is appropriate. If the addition is deemed appropriate, the Historic District Commission issues a Certificate, allowing the work to progress. Many Historic District Commissions have prepared *Historic District Design Guidelines* that clarify how proposed projects should respect the existing historic character.

Local Historic Districts in Massachusetts were first established on Beacon Hill and Nantucket in 1955. There are now over 200 local historic districts in Massachusetts. Local Historic Districts have been very effective at saving historic structures, neighborhoods, and villages from inappropriate alteration and demolition.

Following the steps outlined in Massachusetts General Laws Chapter 40C, Local Historic Districts are established by a two-thirds majority city council or town meeting vote.

By establishing a local historic district, a community recognizes the importance of its architectural heritage and how vulnerable it is to inappropriate alterations without this local regulation.

Many proposed changes are exempt from review. In a local historic district, there is no review of interior features. In addition, a variety of exterior features are often exempt such as air conditioning units, storm doors, storm windows, paint color, and temporary structures. The decision on which features are exempt from review depends on how the local bylaw or ordinance is written and passed by your city council or town meeting vote.

This brochure has been financed in part with federal funds from the National Park Service, U.S. Department of the Interior. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior. This program receives Federal financial assistance for identification and protection of historic properties. The U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, age, gender, or disability in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, National Park Service, 1849 C Street NW, Washington, DC 20240.

OFFICE OF FEDERAL AGENCY PROGRAMS

NORTH HEAD LIGHTHOUSE AT FORT CANBY STATE PARK NEAR LONG BEACH, WA (WST / PORT OF SEATTLE)

The Advisory Council on Historic Preservation (ACHP) is an independent federal agency established by the National Historic Preservation Act of 1966 (NHPA) that promotes the preservation, enhancement, and productive use of our nation's historic resources.

The ACHP advises the President and Congress on national historic preservation policy. A key responsibility of the ACHP is to administer the requirements of Section 106 of the NHPA, a review process that ensures historic properties are considered during the development of any federal project. The ACHP's Office of Federal Agency Programs (OFAP) handles this responsibility.

INFORMATION ABOUT SECTION 106 REVIEW AND CONSULTATION

Section 106 plays a central role in the federal historic preservation program. Section 106 requires federal agencies to consider the effects of projects, carried out by them or subject to their assistance or approval, on historic properties and provide the ACHP an opportunity to comment on these projects prior to a final decision on them. Projects range from construction or rehabilitation to demolition. Properties listed on or eligible for listing on the National Register of Historic Places are considered historic. The National Register is a listing of historic properties maintained by the National Park Service. It includes buildings; structures; objects; districts; and sites of national, state, or local importance.

Section 106 encourages, but does not mandate, preservation. The process provides for the consideration of alternatives that promote preservation and offers the public and stakeholders the opportunity to influence federal decisions. The ACHP developed

and maintains the regulations that implement Section 106. The regulations are published in the Code of Federal Regulations at 36 CFR Part 800, "Protecting Historic Properties," and can be found on the ACHP's Web site, www.achp.gov.

The federal agency providing assistance or approvals for a proposed project is responsible for completing Section 106 prior to making a final decision. Agencies initiate Section 106 reviews in consultation with state and tribal officials. Appointed by each state governor, the State Historic Preservation Officer (SHPO) coordinates the state's historic preservation program and consults with agencies during Section 106 review. Agencies also consult with officials of federally recognized Indian tribes and Native Hawaiian organizations when historic properties of significance to tribes or Native Hawaiian organizations are involved. Consultation is the cornerstone of the Section 106 process. Federal agencies are required to also include local governments and applicants for federal assistance, permits, licenses, and other approvals in the process. Other consulting parties may include individuals or groups interested in historic preservation. To successfully complete a Section 106 review, federal agencies must follow these four steps:

- ▶ INITIATE Section 106 and determine if it applies to a given project;
- ▶ IDENTIFY historic properties in the project area;
- ▶ ASSESS the effect of the project on identified historic properties; and
- ▶ RESOLVE adverse effects by exploring alternatives to avoid, minimize, or mitigate the effects.

Most Section 106 reviews are completed successfully by the federal agency, the SHPO, Indian tribes or Native Hawaiian

CONTINUED >>>

SECTION 106 CONSULTATION MEETING



ADVISORY COUNCIL ON HISTORIC PRESERVATION
PRESERVING AMERICA'S HERITAGE





BUFFALO KILL AREA AT THE
WARDELL BUFFALO TRAP SITE, WY (BLM)

FOR MORE INFORMATION ON THE
ACHP AND THE OFFICE OF FEDERAL
AGENCY PROGRAMS, PLEASE VISIT:

WWW.ACHP.GOV

organizations, and other consulting parties. When the project may have substantial effects, if important policy or procedural questions are raised, or if there are issues of concern to Indian tribes or Native Hawaiian organizations, the ACHP may elect to participate. The ACHP also provides additional guidance, advice, and technical assistance to federal agencies and all participants in the Section 106 process.

When historic properties will be adversely affected by a federal undertaking, the review usually ends with a negotiated and legally binding agreement that outlines how the federal agency will resolve those effects. If agreement cannot be reached, the ACHP issues advisory comments, which the head of the federal agency must consider before making a final decision on the project.

FEDERAL PRESERVATION PROGRAMS

The successful completion of Section 106 reviews depends heavily on strong federal participation. OFAP works closely with federal agencies to identify opportunities for improving their preservation programs. These improvements are identified through the ACHP's involvement on individual Section 106 reviews, direct partnerships with federal agencies, and the ACHP's review of triennial progress reports required under Executive Order 13287, "Preserve America" regarding federal agency efforts to identify, protect, and use historic properties.

SECTION 106 TRAINING AND OUTREACH

For 30 years, the ACHP has provided training to federal, state, and local agencies; Indian tribes and Native Hawaiian organizations; and the public on the requirements of Section 106. Current course offerings are posted on the ACHP's Web site at www.achp.gov/106select.html. The ACHP also works with federal agencies and others to develop Section 106 training tailored to specific programs or issues.

The Advisory Council on Historic Preservation, an independent federal agency, promotes the preservation, enhancement, and productive use of the nation's historic resources and advises the President and Congress on national historic preservation policy.



ADVISORY COUNCIL ON HISTORIC PRESERVATION

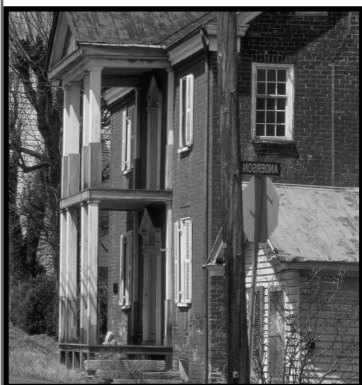
1100 Pennsylvania Avenue NW, Suite 803 Washington DC 20004

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WORKING COOPERATIVELY: LOCAL COMMISSIONS AND NON-PROFIT PARTNERS

Lisbeth Cort, Executive Director, Washington Trust for Historic Preservation

Successful local preservation programs depend on three sectors. Public Sector process, government mandates, citizen support and city politics all have an impact on the strength of local preservation ordinances, commission designees, and staffing levels. All give commissions great regulatory power and influence in times of supportive local governments but can threaten the very existence of local programs when detractors are in office or controversial decisions put heat on local elected officials. In the "Independent Sector," non-profits live and die by their success in being focused on their mission, creative in their outreach, strategic in their advocacy, and successful in building public support for their organization (translate dollars) and preservation. Private Sector developers can be our greatest heroes when they articulate vision and secure financing for rehab projects or they can swing into the "evil developer" camp if they bring money and influence to the task of redevelopment without preserving existing historic assets.



This property in East Tennessee was saved through public and private sector collaboration.

Photo courtesy of Nancy Jane Baker, Memphis Landmarks Commission.

In the ideal, yet fully-achievable, world of successful local preservation, the government (Public Sector) along with the non-profit (Independent Sector) and business (Private Sector) are an unbeatable combination to reach the highest level of preservation in a city. Between the three, they possess the full range of tools necessary to achieve preservation success. Alone, each can accomplish good things but never maximize the environment for local preservation in a way that strategic advocacy, targeted public education, financial investment, complimentary public policy, and government regulations can achieve. In fact, none can do it alone and each very much needs the other to achieve the best preservation on a local level. Beyond need, when working at cross purposes we have—at best—bad PR for preservation, public confusion about what "hysterical preservationists" do and want, and silly time- and resource-consuming back biting and turf wars. At worst, we have buildings demolished, a negative reactionary swing in public policy against preservation, and a platform for property rights advocates to gain the ear of the public.

Local non-profit preservation organizations and landmark commissions obviously do business very differently. Everyone's busy and it's hard to find time to look beyond what we each must do to think bigger than ourselves and work in concert. But, I submit, however, that working closely together, thinking bigger, and being strategic are not luxuries of time but are, instead, essential in order to build the most effective local preservation program possible. What are the keys to success in that "ideal yet achievable" world of public and non-profit sectors working toward common purpose?

Identify roles

To the outside world it sometimes seems that our movement has redundant players; why does it take a local non-profit and a commission to achieve preservation? We in the field know each has distinct as well as overlapping roles; and we know that's a good thing. Government preservation programs exist to provide preservation services to citizens, to implement zoning codes, forward public policy, carry out public processes, apply planning regulations, and protect a community's public assets—historic buildings that make our communities better places to live. Preservation non-profits exist to educate, advocate (and yes, lobby within legal limits), and promote preservation. Both build community leadership through their commissions, boards, and committees. Both can provide economic incentives for rehab through grants, loans, and easements. Both can provide expertise and technical assistance. Both can hold property. When used most intentionally, the *distinct* roles absolutely maximize the power of preservation.

For instance:

- If a building is threatened, the commission's role in being able to delay demolition won't ultimately save a building if the will and players aren't there to rehab. A non-profit who testifies in support of demolition delay, builds positive PR for rehab, helps educate elected officials about the value of saving the landmark, brings awareness in the press about the value of preservation, and helps identify new owners, technical experts, similar successful models, or financing options can make the difference on whether demolition is just delayed or rehab is achieved. Alternately, a non-profit can't help turn around a proposed demolition if there are no tools to "buy time" for negotiations, identify additional resources, or change political will.

When used most strategically and cooperatively, the sectors' *overlapping* roles result in a full range of expertise, services and incentives to property owners, and an environment of support for preservation as a fundamental community value.

Establish partnerships and use the roles to your advantage

No matter how good the commission or how strong the non-profit, neither can do everything. Because human and financial resources are not limitless, difficult choices have to be made about what each can do and where each should focus its energies. Choices have to be made and priorities determined for where to direct scarce resources to best advance preservation. Each has to ask itself, if we can't do it all, then what can our partners do and what kinds of things are they better positioned to do?

No matter how good the commission or how strong the non-profit, neither can do everything.

For instance:

- If the commission is beginning to work on survey and designation of a mid-Twentieth century landmark or historic district, the non-profit could focus public education beforehand on the architecture of the recent past. Then the public and elected officials are better attuned to the value of such "modern" buildings before the designation comes before them.
- A commission in my state wanted to spotlight and reward owners who had completed projects under design review guidelines but felt that doing so might be perceived as prejudicing itself if the same owners came before the commission again on another matter in the future. The non-profit therefore, added an award category to its already successful annual preservation awards program and began highlighting owners who completed model projects in compliance with local design review guidelines. The commission's processes were recognized in a positive way, there was a venue to praise city staff and elected officials, perceived future conflicts were avoided, and regulation's positive role was reinforced.

Get beyond turf issues and keep your eye on the prize

It's human nature to get comfortable with the "way we do things" and feel protective of our hard-earned status. If, however, we "keep our eyes on the prize," stay focused on our mutual preservation mission, and keep that at the forefront of how we do business, rather than who gets the credit or who does what work, we can achieve great things.

- One non-profit with a strong revolving loan program uses its revolving fund committee to make lending decisions. It has a member of the city's preservation staff on its committee and has found that member to be invaluable. The staff person gives valuable insights into regulatory, zoning, political, or code issues associated with a particular project. He also assists when the committee plans for the future by helping identify "emerging" areas for lending or districts that are being surveyed and soon-to-be

designated in order for the non-profit to focus loan resources concurrently with designation. The expertise and perspective of each bring more tools together for property owners.

- A local landmark commission has strong architectural expertise on staff. The city's non-profit is relatively new and has achieved great success in public education and events that involve the public in preservation. Rather than focusing limited resources on providing technical preservation expertise, the non-profit chose instead to direct technical preservation questions to commission staff and use its time to build membership, provide activities for children and adults to be involved in preservation, and help build a stronger preservation ethic locally. It easily could have felt threatened by not having that architectural expertise on staff; but, it was building a better local movement by focusing on its strengths and having the strong commission staff focus on theirs. Together they provided strong assistance to property owners - just in different ways.

Successful partnerships demand strong and regular communication. Keeping the other partner informed, including them at times of key decision-making about a strategy or initiative, and giving each other a heads up when there are potential delicate political issues, make the difference between disjointed local programs and a strong environment for preservation.

For instance:

- One local non-profit, like many, has a board Advocacy Committee which meets monthly. In its case, the local historic preservation officer attends the monthly meetings. This insures that the committee and the city preservation staff know what issues each is dealing with, can communicate freely about positions and potential strategies, can help "pick battles", and can be clear about the roles each will play on difficult preservation issues. It helps insure a strong non-profit advocacy position, an informed city staff and politicians, and the use of regulatory, advocacy, and public awareness tools to the highest degree.
- Including the historic preservation officer in a non-profit's annual planning retreat can insure that both are informed about each other's work and coming initiatives. It also helps insure that citywide preservation-related issues are tackled from both the public and the non-profit sides.
- One commission had a regular informational item on each meeting agenda that offered the non-profit an opportunity to bring forward key preservation issues and/or opportunities to the commission's attention. This simple measure kept commissioners educated about upcoming public education or advocacy issues, brought advocacy issues to the public front, and got items on the record early.
- In one western city, the commission denied an inappropriate modern awning on a house in an historic district. Stubborn owners installed the awning anyway and the city began enforcement which eventually led to a civil suit against the owners. Unfortunately, contentious enforcement led to bad PR for the commission, which was portrayed by the local media as being the "taste police." The local non-profit moved quickly to distance itself from the issue and reinforce that it was not the same as that group of overbearing regulators. In the end, preservation lost. The public didn't know or care what the difference was between the commission and the non-profit. The

property owners appealed and then sued and ultimately hated preservation. City council took a public hit and looked less favorably toward strong preservation regulations next time they considered ordinance changes. Summarily, preservation in the city got a black eye. If, instead, the commission and non-profit staff had communicated about the issue early and often, things could have been different. The non-profit could have understood and been better positioned to advocate publicly for the commission's difficult design review decision and resulting city enforcement. Likewise, they could have been proactive in exploring ways to get positive press about good design review decisions and satisfied historic district property owners. If the staff and board had been knowledgeable about the decision and resulting enforcement, they might have been prepared to develop a positive spin in the press or among colleagues instead of reacting defensively and distancing themselves from the regu-

Cultivate and build local leadership

Non-profits generally know that a major part of their success in sustaining and in growing their organization comes from building a strong board of directors. They also know that board development is a pointed task, not just luck. Similarly, good commissions don't just happen. They are the product of the dedication and skills of the people who serve on them.

- Commission chairs and staff can take a cue from non-profits who focus time on board development by recognizing the need to identify and develop a constant pool of qualified people to serve, take the initiative to place their names in front of the appointing bodies, and train commissioners in the regulations as well as broader local preservation issues. Leadership skills are different from preservation skills. Good commissioners need to have both. Cross cultivation between potential commissioners and non-profit board members can also help ensure that skilled and connected leaders serve preservation in the best way they can—either on the public or non-profit side.
- Likewise, as part of board orientation and ongoing board education, non-profits should educate their boards about local regulations and processes, about the benefit of these and the arguments in favor of design review, preservation zoning, and demolition delay or denial. Board members are often well-connected individuals who span lots of different worlds in a community. If they are educated, they are better able to be advocates for local government preservation and the value that distinct public and non-profit preservation tools bring to a community. Similarly, if they are briefed about controversial commission decisions, they are better prepared to defend such actions as they interact professionally and socially with a range of contacts in the community.

Before asking others to preserve, we owe it to ourselves, our constituents, our members, and the public we serve to best position preservation to be successful. If we can't work together, how can we ask a property owner to work with one or the other of us? How can we advocate for more funding for preservation if we're not convinced we're using our existing human and resources most efficiently? How can we best fight against demolition if we fight among ourselves? How can we strengthen public ordinances if we don't support the decisions that commissioners are making?

We craft an environment for preservation to be supported and buildings to be saved if we work together and work smart. If we communicate about what needs to be done to ensure that we have the best policies, laws, incentives, and public support for preservation; if we set aside our egos and determine who does what best and how we can best support each other to build the strength of the other sector; and, if we keep communication open and our eye on the prize, we will reach our goals. Together.



Public/private sector partnerships can turn the press' attention to your advantage.

NAPC file photo

EDUCATION AND PUBLIC OUTREACH PLANNING FOR PRESERVATION COMMISSIONS

by Stacy Patterson, Preservation Consultant, Silver Spring, Maryland

Red tape, “paint police,” “hysterical commission”—every local preservation commission has heard these words at one time or another. How can a commission combat these stereotypes with little or no staff, small budgets, and lots of work? By creating an outreach and education plan, commissions can proactively address these challenges and many others. Although public outreach and education are central responsibilities of historic preservation commissions, these important activities and opportunities often come second to the commission’s regulatory duties. Outreach and education at the local level is often perceived as work that would be nice to do instead of something that is critical. Small or no staff and budgets, public apathy, media misrepresentation, and local bureaucracy can make it more difficult to conduct activities specifically focused on outreach and education; yet these same challenges are the reasons outreach and education are essential. An outreach and education plan can be an effective tool to overcome these challenges.

What is an Outreach and Education Plan?

An outreach and education plan is a tool any commission can create to streamline their public programming efforts. The plan addresses current and future needs of a commission, staff, and the community they serve, as well as the promotion of local historic resources. Through the planning process, a commission can discuss and evaluate their current outreach and education resources, research and develop new ideas, and plan for the specific implementation of the chosen activities. Like a master plan or work plan, an outreach and education plan is a fluid document, meant to be reviewed and updated as programs are implemented and new needs and opportunities arise.

Taking an organized and methodical approach to the outreach and education planning process allows a commission to develop a plan that meets their needs and falls within their budget and capabilities. A plan should serve as a tool to increase an entire community’s knowledge and understanding of the significance of local historic resources and the need to protect them through designation, regulation, and review. It should identify community values and how historic preservation fits in or protects those values. Overall, an outreach and education plan is a way for a commission to demonstrate to the public how its regulatory role benefits a community through printed materials, public forums, and personal efforts.

What are Outreach and Education Resources?

Outreach and education resources can be broadly defined as any material or activity which revolves around an aspect of historic preservation and is available to local stakeholders and the general public. These can include brochures, walking tours, websites, design guidelines, newsletters, events, workshops, meetings, books, maps, technical, and procedural information. Any document released to the public by the commission should be considered in an outreach and education context. Through outreach and education planning, these resources can be redesigned, redistributed, publicized, and promoted to further the understanding of historic preservation in a community.

Why should your commission create an Outreach and Education Plan?

By educating the public about local historic resources and their preservation, and demon-

Montgomery County Historic Preservation Commission

the Preservationist

Winter 2006

Tax Credits Can Save You \$\$\$!

Apply Now!
In 2005 did you paint your house, replace the roof, or finally repair that back stoop? These, and other projects such as storm window/door installation, chimney relining, and foundation repair qualify for the tax credit. As long as you’ve spent at least \$1,000 over the course of the year (not a hard task) on exterior maintenance, restoration, rehabilitation, or other preservation work you could benefit from this County program.

Tax Credits from the State, Too!
Another significant tax incentive for revitalization and rehabilitation of historic structures is the Heritage Preservation Tax Credit Program administered by the Maryland Historical Trust. This provides Maryland income tax credits equal to 20% of the qualified capital costs expended on exterior and interior rehabilitation work (with a \$5,000 cumulative minimum over a 24 month period). Unlike the county program, the state applications must be completed before the work begins.

The required forms and more information are available on the Maryland Historical Trust website (www.marylandhistoricaltrust.net) or by calling the Office of Preservation Services at 410-514-7639.

Before **After**

Each of the projects shown here cost 10% less because of the Montgomery County Historic Preservation Tax Credit. Don’t lose your 10%!

In This Issue:

- New book on history of Silver Spring. Page 2
- County-wide events to celebrate Black History Month. Page 2
- MPI invites nominations for 2006 Preservation Awards. Page 3
- Preservation tax credit application form. Insert

Montgomery County rewards preservation activities with this tax credit against real property taxes for 10% of the eligible documented expenses on all individual historic sites and properties in historic districts (including non-contributing buildings) designated on the Montgomery County Master Plan for Historic Preservation.

Completed forms must be postmarked by April 1, 2006. Don’t miss out.

Additional forms can be obtained, or questions about any aspect of the program answered, by calling the Montgomery County Historic Preservation Commission at 301-563-3400, or by visiting our website at www.mc-hpc.org/historic/instructions/info_tax.htm

Before **After**

Newsletters are good examples of outreach and education resources.
Photo courtesy of the author

strating how preservation connects to existing community values, commissions can bring historic preservation into the mainstream. Failing to educate the community about preservation hurts the preservation movement as a whole and can compromise the commission's efficacy. While it is nearly impossible to convince every citizen of how important historic preservation is as a community value, it is still possible to raise community awareness about historic preservation and gain better coverage in the local media.

Planning specifically for outreach and education can refocus commission efforts toward these important activities and garner new support. While many preservation commissions include outreach and education as a goal within their larger work plans or action plans, it is frequently the part of the plan that is least implemented. By developing a formal, stand-alone outreach and education plan, a commission can ensure that it works toward accomplishing that part of its mission.

Preservation commissions stand on the front lines of historic preservation and their impact—or lack thereof—determines the public's impression of historic preservation as a movement overall. Appreciation for cultural and historic resources often starts at the local level, where people feel the greatest sense of connection to a place. Whether a commission is large or small, whether they have public support or not, all commissions can benefit from planning for outreach and education.

Step-by-Step: Creating an Outreach and Education Plan

Creating an Outreach and Education Plan is a major commitment for any preservation commission, but it is also an important investment in the community and the role historic preservation will play within it. The following nine steps provide a suggested formula for the creation of a plan for a local commission.

1. Commit

Deciding to create and implement an outreach and education plan is a major step. This means a commission must commit time and money to the development, implementation, and ongoing review of the plan. To make the plan successful, it is essential to designate someone—a staff or commission member—to lead the effort. The organization as a whole must commit to helping in the development, implementation, and review process in one way or another. Make sure everyone is willing to accept potential changes resulting from the plan. When the time and budget become available, the planning can begin in earnest.

2. Develop Goals and Identifying the Target Audience

Since the organization is committing time and money to the plan, it is essential that the final product satisfy the needs of the commission as well as the community it serves. It is therefore important to establish a set of goals for the plan. The commission, staff, and other important stakeholders should be included in the development of goals. These goals can include more organized planning of outreach and education activities, stronger media relations, better educational materials and opportunities, and greater participation at local events. During this process it is also necessary to identify the plan's target audience. The target audience can include the commission, staff and residents of historic districts, as well as school children, politicians, local architects and builders, or an entire city or county. As the target audience broadens, so must the reach of the plan.

3. Evaluate Current Resources

An important preliminary step is identifying resources and activities a commission

Do not be afraid to think outside the box—or budget. Even if an idea will take a lot of money and time, if it is in the plan, it may become possible to secure a grant in the future to see it accomplished.

already has in place for outreach and education. Examining all current brochures, books, events, and websites will help establish where the commission stands. To keep an organized record, these resources can be logged into a database. Once the list of current resources is complete, the commission or staff can analyze how well these serve the needs of the organization. Asking questions like “Is this brochure current?”, “How easy is it to find and navigate the website?” or “How effective is our participation at this event?” can help an organization make the most of its current materials before investing in new ones.

4. Conduct Interviews and Surveys

Once current resources have been identified and established, it is time to find out which outreach and education activities work, which ones need to be changed, and which need to be removed. The best way to address this is through interviews and surveys. The person leading the planning process should take time to interview staff and commission members as well as other stakeholders such as district residents, business people, local non-profit organizations, civic groups, educators, and elected officials to learn their opinions on current resources, as well as what they would like to see in the future. Do not be afraid to think outside the box—or budget. Even if an idea will take a lot of money and time, if it is in the plan, it may become possible to secure a grant in the future to see it accomplished. Next, it is important to involve the community you serve. By surveying a historic district or creating focus groups, the commission and staff can learn the opinions of residents, business owners, politicians, and visitors. Surveying your target audience before the plan is created will help assure that the time and money spent on new and improved resources won't be wasted.

5. Look Around

So far the process has been rather internally focused, but now it is time to move outside of your commission and look to others. Get in touch with other commissions to see what has worked for their organizations. Learn the nitty-gritty of a successful project by asking about funding sources, time commitments, partnerships, and publicity. Do not be afraid to copy another idea, in this case imitation *is* the highest form of flattery. Creating open communications between commissions can only benefit each organization. Look at other commission websites, brochures, and events for inspiration. Attend local, state, and national conferences to network and gather new ideas.

6. Get Organized

Now that the staff and commission have identified their goals and target audience, their existing resources, and their needs, it is time to get organized and set priorities. The leader, along with the commission and staff must decide which resources and activities are most important to accomplish their goals and which must be accomplished right away. It is often helpful to categorize activities based upon which goal they will meet and then select a priority from each category. For instance, if your goals involve more organized planning of outreach and education activities, stronger media relations, better educational materials and opportunities, and greater participation at local events, you could choose a priority from each of these goals. In that case, you could include in your plan monthly outreach and education updates at staff meetings, drafting regular press releases, holding an annual tax credit seminar, and taking part in a new local event. With commission priorities organized and set, the plan can begin to develop as a document.

7. Develop a Timeline

The next essential step in the process is developing a timeline for implementing the plan. This work becomes easier once organizational priorities are set. Based on the priorities established, it is possible to organize activities on a timeline. Take into consideration the people-hours and budget needed for each activity as well. While there are numerous ways to construct a timeline, simple categories can be Existing (never forget to pat yourself on that back for what you are already doing), Immediate, One year, Two years, and Future (five or ten years). Referring to the plan each year when planning for the next assures that outreach and education activities will be budgeted for and accomplished.

8. Compile

Now that the commission and staff have goals, a target audience, a list of prioritized outreach and education activities, and a timeline for implementation, all of this information can be compiled into the plan. The plan can be a simple spreadsheet or a lengthy document, so long as it is organized and useable. Insert relevant graphics, such as examples of brochures or websites, as well as any relevant tables. A detailed plan will provide a clear picture of the organization's goals and how they will be met.

9. Implement, Share, and Review

After all of the hard work on planning, do not just put the document on a shelf! This plan is meant to be used, shared, and constantly updated. Implement the activities listed under immediate and feel the satisfaction of checking them off the list. Have the plan formally adopted by the commission and celebrate its completion. Bring the plan to yearly meetings for updates and think up new ideas for the plan over time. Remember to share the plan, especially with anyone who contributed through an interview, survey, or research.

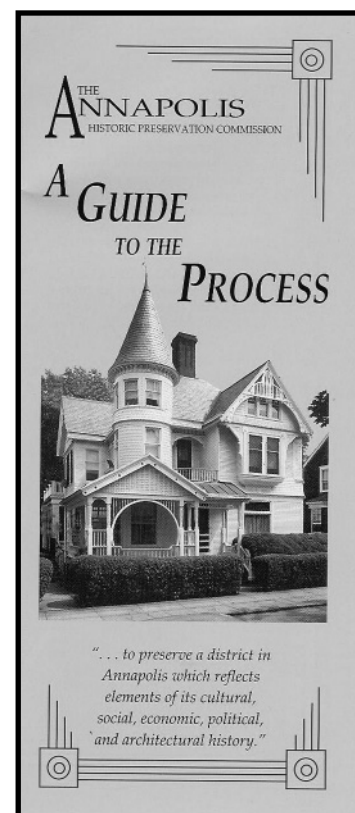
Recommendations for a good Outreach and Education Plan

After reviewing input from plans already in use and advice from practicing professionals with experience in outreach and education, the following recommendations have been developed for commissions interested in creating their own outreach and education plan. The recommendations are structured based upon the examples of organizational goals listed previously—more organized planning of outreach and education activities, stronger media relations, better educational materials and opportunities, and greater participation at local events—but are relevant to all outreach and education planning. The recommendations were abbreviated into the following categories: planning, media, education, and events.

Planning

Planning for preservation outreach and education in a formal way is critical, whether it is through a master plan, an action plan, or a yearly work plan. The plan must address the needs of the community and the commission, and be realistic given staff and budget limitations.

Advanced planning and assigning members to specific tasks can help keep the plan on track. Commissions should plan for more costly activities in advance to allow time to secure funding. Another critical element is updating the plan regularly as various elements are implemented and new needs arise.



Effective outreach requires good printed materials that familiarize applicants with the review process.
Photo courtesy of the author

Media

All relevant materials should be made available to the public. This can be done through websites and in print, by promoting the commission at local events, in the media, at community presentations, in schools, within the local government, and by any other means possible. Commissions and staff should think outside the box when considering locations to distribute material. All information should be easy to find, easy to use, and highly detailed.

Create a website that educates citizens about historic preservation through a wide variety of written material, such as histories, design guidelines, and plans, as well as images including photographs, drawings, and maps. Utilize technology such as video, audio, and blogging capabilities. An interactive site can allow residents to post information and images of local historic properties and can assist in engaging the public in historic preservation. Staff or commissioners should maintain the site and take responsibility for moderating any interactive features.

Commissions should keep citizens up to date on the variety of historic preservation resources available to them. Provide technical material and assistance when and wherever possible. Maintain useful print and online resources, as well as contractors' lists, organizations that assist preservation projects, and examples of past projects for interested parties.

Education

Integrate historic preservation into the lives of community members by teaching the importance of preserving community heritage along with historic preservation goals, benefits, and techniques to students in grade school, college and graduate students, craftsmen, architects, contractors, planners, politicians, realtors, bankers, the media, historic property owners, and any other interested parties. Develop a curriculum for schools and educational opportunities for students of all ages, or provide assistance so local educators can create lesson plans based on historic resources.

Inform local government officials about the work of the commission on a regular basis. Be sure to educate them about how preservation can benefit the communities they serve and address many larger social, economic, and planning issues.

Develop a proactive media campaign that tackles the negative perception of commissions and highlights the many benefits historic preservation has provided a community through time. Letters to the editor can be an effective tool to address problems when they arise, and to keep the media apprised of the good work preservation is doing. Take advantage of opportunities to appear on public access cable TV programs, and other media outlets.

Create strong partnerships with local, state, and national historic preservation and preservation-related organizations to assist in providing technical information, funding, advocacy, and support for outreach and education goals. Along with partnering, take advantage of opportunities to network with and learn from other preservation commissions by attending state and national conferences, attending commission meetings in other jurisdictions, and co-sponsoring preservation events.

Provide seminars and workshops to help owners of historic properties and professionals learn proper techniques and understand the procedural aspects of historic preservation. Also discuss the economic incentives for doing historic preservation work. Develop hands-on workshops and classroom seminars on a wide variety of topics and hold them on a regular basis. Strive to familiarize local craftsman, homeowners, and professionals with

proper preservation techniques. Partner with local hardware stores and other companies to raise the profile of an event and provide funding and tools. Inviting banks and developers to seminars about economic incentives can show these companies how preservation can work for their business and the community. Publish information about these events in the local media and leave information with local businesses.

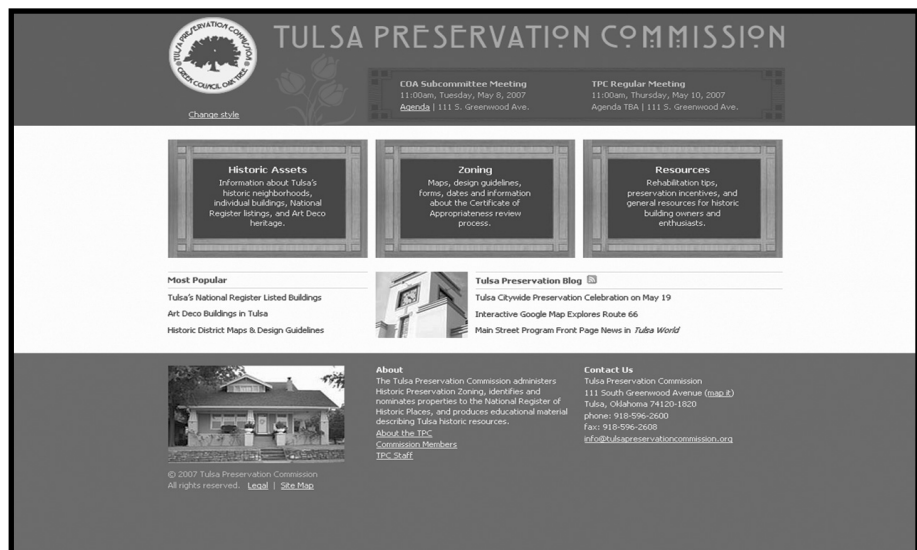
Events

Hold events that emphasize historic preservation efforts in the community, including award ceremonies, dedications for preservation projects, and local events during National Historic Preservation Month.

Utilize local historic resources as education and outreach tools by hosting events, walking tours, exhibits, and other public activities that demonstrate the importance of historic preservation and the critical role the commission plays in protecting these resources.

Demonstrate how historic preservation ties into the broader ethics of maintaining a healthy environment and reducing sprawl. Explain how the goals and work of preservation are environmentally friendly and encourage re-use of old structures rather than the construction of new ones. Publish or provide information about how saving and using cultural resources can help preserve natural resources around Earth Day to draw particular attention to these connections. Finally, don't forget that commission meetings are events and work to make participating in them a positive experience. Help residents understand that the approval process protects the investment they have made in their neighborhood along with their responsibilities to protect their historic resource. Provide applicants with procedural information about hearings so they can be prepared should they need to appear before the commission. Hold pre-hearing meetings with applicants and invite new residents to commission meetings. At the commission meetings, try to maintain a positive atmosphere to avoid the notion that the commission is unnecessary, bureaucratic "red tape."

These recommendations are only a starting point for developing for a strong outreach and education program. The most important concept is to be proactive. Develop a plan, implement it, and bring historic preservation to your community rather than waiting for the community to come to you. A plan won't eliminate all of the challenges, but it will ensure that your commission and community are ready to meet them when they arise.



Make effective use of the World Wide Web to reach a broad audience.
Photo courtesy of the author