

# 2022 SALEM HLC WORK PLAN

## Goal 1: Improve Public Outreach & Community Education

**STRATEGY One: *Improve community engagement and acknowledgement of excellence in historic preservation***

ACTION: Continue to celebrate Historic Preservation Month in May with awards and educational programming (#22)

ACTION: Continue "This Place Matters" photo contest with awards (#23)

**STRATEGY TWO: *Develop interpretation and coordinate educational programming about Salem's diverse local history***

ACTION: Organize history talks and walking tours featuring Salem's history and historic resources in partnership with Travel Salem and local non-profits. Including school groups (#1)

**STRATEGY THREE: *Improve historic program's web and social media presence***

ACTION: Use social media to regularly share the HLC newsletter, information about the Historic Preservation program and Salem's Local History (#4)

ACTION: Share information about Salem's underrepresented history and communities through social media (Action #57)

**STRATEGY FOUR: *Provide technical training***

ACTION: Coordinate homeowner FORUM meetings, so owners can share experiences, information (#5)

**STRATEGY SIX: *Educate the Public About Designation***

ACTION: Educate neighborhoods within the Salem Heritage Neighborhood Program, which allows historic preservation staff to work with Neighborhood Associations directly to develop educational products related to their neighborhood history and teach them about the survey and designation process (#33)

Total Actions	TIMELINE	FUNDING NEEDED?	PROJECT TYPE	LEAD
7	Ongoing/short term	NO	Education	HLC Subcommittee/STAFF

## Goal 2: Streamline Historic Code: Criteria, Process & Enforcement

**STRATEGY ONE: *Improve Enforcement Policy***

ACTION: Coordinate regularly with Neighborhood Associations (ie. CANDU, NEN and SCAN) to review and update existing historic enforcement policy and implementation (#27)

**STRATEGY TWO: Improve and clarify education about design review process and criteria****ACTION:** Monthly HLC Meeting Public Hearings and Roundtable (#6)

Total Actions	TIMELINE	FUNDING NEEDED?	PROJECT TYPE	LEAD
2	ONGOING	NO	Education/Code	STAFF

**Goal 3: Increase Financial Support****STRATEGY ONE: Establish a historic design review fee program that supports historic property owners****ACTION:** Limit increase in historic design review fees for residential historic property owners by exploring other funding sources to offset staff time recovery (#34)**STRATEGY TWO: Improve financial support for historic property owners****ACTION:** Continue to fund and offer the annual Historic Residential Toolbox grant (#28)**ACTION:** Identify sustainable city funding source in order to expand the Historic Residential Toolbox grant program (i.e. explore the feasibility of a permanent allocation from the City Council through Transient Occupancy Tax (TOT) funding) (#35)

Total Actions	TIMELINE	FUNDING NEEDED?	PROJECT TYPE	LEAD
3	Ongoing	YES	GRANT/Fee	STAFF

**Goal 4: Protect Cultural Landscapes & Archaeological Resources****STRATEGY ONE: Encourage the preservation of archaeological resources****ACTION:** Support development of a Memorandum of Understanding (MOU) with the Confederated Tribes of Siletz and the Confederated Tribes of the Warm Springs, similar to the MOU with the Confederated Tribes of Grand Ronde (#31)**ACTION:** Hold monthly Historic and Cultural Resource Compliance Coordination Meetings (#14)**ACTION:** Celebrate Archaeology Month annually in October (#56)

**STRATEGY TWO: Encourage preservation of cultural landscapes**ACTION: Celebrate Historic Landscape Architecture Month annually in April (#29)ACTION: Develop and offer a “Cultural Landscape Award” acknowledging maintenance/restoration of a historic or cultural landscape (#30)

Total Actions	TIMELINE	FUNDING NEEDED?	PROJECT TYPE	LEAD
5	ONGOING	NO	EDUCATION	STAFF/HLC SUBCOMMITTEE

**Goal 5: Encourage Sustainable Practices****STRATEGY TWO:** Establish Financial Incentives and Educational Opportunities to encourage sustainable practices in the rehabilitation and redevelopment of historic structures.ACTION: Establish and offer a Historic Preservation Green Fund Grant to provide grants for window restoration, energy efficiency improvements and solar panel installation (#32)

Total Actions	TIMELINE	FUNDING NEEDED?	PROJECT TYPE	LEAD
1	ONGOING	YES	GRANT	STAFF

**Goal 6: Survey and Designate Historic Resources****STRATEGY ONE:** Work with Neighborhoods to identify, survey and designate archaeological sites, historic structures, sites and landscapes that are significant and meaningful.ACTION: Spotlight key surveyed resources or buildings featured within the Salem Heritage Neighborhood Architectural Guide through the HLC newsletter and social media outlets (#21)

Total Actions	TIMELINE	FUNDING NEEDED?	PROJECT TYPE	LEAD
1	ONGOING	NO	SURVEY/EDUCATION	HLC SUBCOMMITTEE/STAFF

**TOTALS- 2022**

<b>Overall Total Actions</b>	<b>TIMELINE</b>	<b>FUNDING NEEDED?</b>	<b>PROJECT TYPE</b>	<b>LEAD</b>
19	Various	YES	Various	HLC SUBCOMMITTEE/STAFF