



PRESERVATION COMMISSION

Long-Range Work Plan 2040

City of Evanston
Historic Preservation Program
Division of Planning & Zoning
June, 2022

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Acknowledgments

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Why plan?

The long-range work plan shall be viewed as the Commissions principal policy document regarding the identification, documentation and stewardship of Evanston's significant heritage resources -- buildings, sites, structures, people, stories and objects -- and a guide for the oversight and administration of the community's historic preservation program, principally facilitated through the City's Planning & Zoning Division with support from the Preservation Commission as well as other partner organizations.

Evanston's historic resources are vitally important and define Evanston's built character and identity. However, additional resources neither landmarked nor within districts but contributing to Evanston's heritage and vibrancy are consistently under threat from improper alterations, physical character, neglect, and demolition. To preserve these resources while accommodating the City's growth, economic development, and revitalization, a clear, forward-thinking understanding of Evanston's preservation priorities needs to be established. This document outlines specific goals, policies, and strategies for the Preservation Commission to follow to achieve short and long-term community heritage preservation goals across the next 10-20 years.

Utilization

The Preservation Commission, and Evanston's preservation partners and advocates, will utilize this long-term work plan to guide future preservation efforts outside of resource management and binding design review activities. This plan should also be used to monitor and create accountable benchmarks for the implementation of short and long-term preservation initiatives, advocate for adjusting municipal preservation policy when needed and warranted, and integrate preservation policies and strategies into other plans and studies the City may undertake in the future.

Key Objectives

1. **Educate:** Review previous preservation-based education and advocacy efforts and propose an engaging and ongoing program of outreach, education and advocacy efforts that builds community awareness and stewardship.
2. **Prioritize:** Determine future survey and documentation priorities in order to safeguard Evanston's evolving cultural identity and values embodied in its built environment..
3. **Include:** Consider historic and cultural contexts and their associated heritage resources. Include and prioritize Evanston's settlement by different ethnic and racial groups.
4. **Review:** Assess the effectiveness of the Preservation Ordinance as well as Commission operations and administration, and the viability of partner organizations by evaluating the type and frequency of poor outcomes and capacity for implementation..
5. **Align:** Explore opportunities for developing and integrating preservation-based policies and initiatives within the City's Climate Action and Resilience Plan, Affordable Housing Program, and Economic Development goals.
6. **Incentivize:** Determine the barriers to implementing effective preservation programs and explore the creation of incentives for both residents and developers.
7. **Engage:** Create new organizational approaches to facilitating preservation - approaches that build local capacity and involve private and community stakeholder participation.
8. **Organize:** Create an action-oriented work plan that prioritizes specific initiatives, identifies potential partners, as well as funding sources if applicable.

Mission

To enhance the quality of life for all Evanston residents and visitors through the ongoing work and benefits of historic preservation.

Vision

A vision is an aspirational statement regarding the future state of preservation in Evanston. Based on the feedback provided by subcommittee members and members of the broader preservation community, the following draft vision statement was created.

“In 2040 Evanston, Illinois is one of Midwestern America’s most vibrant places - a city known for its **rich historic, cultural, architectural, and environmental legacy**.

The Evanston Preservation Commission and community at-large has fostered that legacy through **careful planning and stewardship** of Evanston’s historic, cultural, architectural, and environmental resources, by **engaging a diverse group of residents, local stakeholders, and policy makers** on the benefits of historic preservation.

In turn, these efforts have **enhanced sustainability and accessibility**, identified endangered resources - and registered new resources especially those not previously acknowledged as significant; **celebrated and stabilized neighborhood character**; solidified **preservation as an economic development tool**; and promoted the increased appreciation of Evanston’s **diverse cultural heritage**.

The Evanston Preservation Commission, City of Evanston, School Districts, Northwestern University, and other private-sector and nonprofit organizations **maintain ongoing partnerships** through meaningful advocacy efforts, preservation planning initiatives and **expanded educational resources and financial incentives.**”

Values

Value statements are intended to describe the Preservation Commission and municipal preservation programs core beliefs and act as broad guiding principles.

1. Evanston's cultural and architectural resources are tangible links to its current and past identities. Future Landmark and District designations keep pace with evolving preservation trends and aspirations for future identities.
2. Preservation embodies inherent sustainability and is essential to climate resilience.
3. A Preservation Commission membership that reflects Evanston's demographics supports a more representative, equitable, diverse, and inclusive program.
4. Enhancing public-private partnerships and capacities promotes broad community involvement, advocacy, and educational outreach.
5. Effective municipal leadership supports positive preservation outcomes.
6. An effective, well-managed, and well-staffed municipal preservation program facilitates positive community outcomes.
7. A commitment to equity, diversity, and inclusion within municipal preservation programming facilitates positive community outcomes.
8. Preservation promotes Evanston as a residential city of choice in the Chicago Region.
9. Preservation contributes to vibrant, human-scaled environments.
10. Preservation is a revitalization and economic development tool for small businesses and neighborhood business districts.
11. Evanston's historic resources are integral to community identity and placemaking and bind its residents to their physical environments.
12. Effective community partnerships and ongoing technical assistance advance a preservation advocacy ethic in Evanston.
13. Annual reporting of performance trends and benchmarks promotes transparency and trust with the public the Commission serves.

Work Plan

A successful preservation program, and this work plan, is organized around four key elements.

1. Survey and Documentation;
2. Program Administration and Resource Management;
3. Community Revitalization, and;
4. Education and Advocacy

Survey and Documentation

Survey and documentation efforts require in-field assessment and background research into the historical, cultural, and architectural significance of Evanston's buildings, sites, structures, and objects as well as their eligibility as Landmarks or as part of a Local District. These efforts include preparation of survey reports, Local District and Landmark nominations, undertaking local history projects, and creating interpretive exhibits. Maintaining an active program in survey and documentation forms the foundation for effective community preservation planning. Effective survey and documentation provides the basis for identifying and understanding the community's historic resources, what resources are high value and significant as well as what resources are threatened.

Goal #1: Identify and Preserve Resources Significant to Evanston's Identity, Heritage, and Vibrancy.

Policy 1.1: Support initiatives that continue to identify and document Evanston's heritage resources.

Initiative 1.1: Re-Survey the Ridge Historic District

Initiative 1.2: Re-Survey the Northeast Historic District

Initiative 1.3: Prioritize new areas in Evanston for survey and documentation.

Initiative 1.4: Conduct a citywide survey of Evanston’s historic downtown and neighborhood business district resources

Initiative 1.5: Conduct a cultural landscape survey of Evanston including its park system.

Initiative 1.6: Conduct a citywide survey of Evanston’s mid-century, international style, brutalist, and other contemporary structures.

Initiative 1.7: Document and include the built resources that identify and embody historic, social, and cultural periods and events, and the groups and people who have contributed to Evanston’s unique character and identity. Prioritize resources associated with identity groups not adequately represented currently.

Initiative 1.8: Advocate for the integration of survey and documentation as part of City planning efforts.

Policy 1.2: Support designation of significant resources as Landmarks and Historic Districts as recommended through survey and documentation activities

Initiative 1.9: Advocate for designation of the Oakton National Register District as a Local Historic or Conservation District

Initiative 1.10: Seek a National Register nomination for Evanston’s historic downtown and other business district resources as multi-property thematic resource listings.

Initiative 1.11: Prepare an annual list of potentially Landmark eligible resources and endangered resources in Evanston.

Initiative 1.12: Advocate for expansion of the boundaries of the Northeast Historic District to overlay its National Register Counterpart

Program Administration and Resource Management

Program Administration includes the operations and management of the preservation program at the City level, principally the mechanisms for designating Landmarks and Local Districts as well as conducting resource management or design review over those resources already registered both administratively and by the Preservation Commission. The regulatory frameworks are primarily outlined in the Preservation Ordinance but also the Commission's Rules and Procedures, Design Guidelines, and the Comprehensive General Plan.

Goal #2: Enhance the ability to protect and promote significant heritage and cultural resources through updated ordinances and additional preservation-based tools.

Policy 2.1: Maintain an up-to-date Preservation Ordinance which incorporates nationwide best practices and trends.

Initiative 2.1: Update the Historic Preservation Ordinance to incorporate the following changes:

1. Include designation criteria and design review procedures for cultural resource designations.
2. Require identification of character-defining features in a resource's statement of significance.
3. Eliminate criteria for integrity when reviewing nominations as cultural resource designations.
4. Include a section on procedures for establishing Neighborhood or Commercial Conservation Districts.
5. Include standards for the Commission when providing recommendations on proposed zoning relief.
6. Amend the standards for new construction to include retention of landscape features which contribute to a Landmark or Districts integrity of setting.

7. Advocate for appeals of the Commission's decisions to be determined in Circuit Court rather than by City Council to align with other Boards and Commissions.
8. Permit former members of the Commission to serve additional terms after a period of absence.
9. Incorporate a more expansive purpose statement in line with current preservation best-practices and trends.
10. Require rescission of Landmark designation prior to proposed demolition.
11. Require testimony by a representative of the Commission or the Commissions Administrative Officer for all matters sent before the Planning and Development Committee and/or City Council.
12. Incorporate a demolition delay provision for identified but non-registered resources.

Initiative 2.2: Prepare and formally adopt a set of design guidelines or guiding principles for facilitating binding design review activities.

Policy 2.2: Adopt new preservation tools and incentives.

Initiative 2.3: Work with the Building and Inspection Services Division to create a framework for permit fee waivers if recommended by the Commission.

Initiative 2.4: Work with the Planning and Zoning Division to amend the zoning code to include an adaptive use section for more flexible use of historic properties. Study the potential for additional permitted uses, relaxed parking requirements, and increased density for proposed residential uses to help offset rehabilitation costs.

Initiative 2.5: Explore implementation of form-based zoning overlays in areas of significant redevelopment potential adjacent to historic districts or where high concentrations of Landmarks exist

Initiative 2.6: Advocate for creation of and donation into a preservation-based fund as a public benefit for Planned Developments.

Initiative 2.7: Reinstate a facade improvement program for commercial historic resources with review by the Commission.

Initiative 2.8: Work with the Economic Development Division to enact a legacy or heritage business program. .

Initiative 2.9: Establish a Neighborhood Conservation District Program

Initiative 2.10: Organize a Preservation Consortium or Preservation Advisory Sub-Committee to support and help implement aspects of this plan. Consider including members from the City's Parks and Recreation Department, Public Works Agency, Evanston History Center, Preservation League of Evanston, Mitchell Museum, Shorefront Legacy Center, Design Evanston, Francis Willard House Museum and Center for Women's History and Leadership, Landmarks Illinois, Northwestern University, and Districts 65 and 202.

Initiative 2.11: Benchmark Commission accomplishments and performance trends in an annual public report given to the Planning and Development Committee.

Community Revitalization

Preservation in Evanston should extend to more than its registered Landmarks and Local Districts. For example, historic buildings provide affordable housing and lower rent structures for local and start-up businesses, maintain housing opportunities for working and young families, and can help revitalize business districts and stabilize older neighborhoods threatened by development pressure. Additionally, historic buildings contain significant embodied energy and help to achieve the City's Climate Action and Resilience goals. At the local level, community development and revitalization initiatives should integrate preservation policies and initiatives that work to attract investment, generate jobs, enhance sustainability, and maintain affordable rent and ownership structures. Some initiatives may include preservation based economic development, neighborhood planning, and incentive programs to attract investor interest in adaptive use projects or facade rehabilitation.

Goal #3: Encourage adaptive use and rehabilitation projects which spur preservation-based economic development and retain vibrant and contextual built fabric.

Policy 3.1: Support planning and development that advance preservation and community revitalization priorities.

Initiative 3.1: Explore creation of a downtown revolving loan or venture fund.

Initiative 3.2: Collaborate with Evanston Special Service Areas, Chamber of Commerce, and broader business community to identify and advance preservation priorities.

Initiative 3.3: Provide technical assistance and workshops to property owners, realtors, and developers to communicate the value of preservation, quality design, and associated preservation incentives.

Initiative 3.4: Collaborate with the Economic Development Division to assist in marketing and developer recruitment for historic commercial, industrial, and institutional properties.

Initiative 3.5: Prepare Neighborhood Conservation District Plans and support additional neighborhood planning efforts in areas where residents have expressed interest in enhancing and stabilizing neighborhood character, identity, and affordability.

Initiative 3.6: Target Community Development Block Grant (CDBG) funds in areas of newly created Neighborhood Conservation Districts.

Policy 3.2: Coordinate and expand heritage tourism activities and programming.

Initiative 3.7: Collaborate with local partner organizations to create a heritage tourism plan..

Initiative 3.8: Assist in the creation of a heritage tourism advisory group.

Policy 3.3: Integrate and expand preservation priorities which align with Climate Action and Resilience goals

Initiative 3.9: Advocate for adoption of a citywide deconstruction ordinance.

Initiative 3.10: Include language by way of design guidelines or additional standards for review which require applicants to reuse materials that contain significant embodied energy or high craftsmanship or impose conditions that applicants salvage and donate said materials when re-use is demonstrated to be unfeasible.

Initiative 3.11: Collaborate with the Building and Inspection Services Divisions Property Maintenance staff to conduct reconnaissance inspections of historic districts to identify materials and finishes in poor condition before replacement is necessary. Provide technical assistance to owners in order to properly maintain and restore said materials while still possible to avoid replacement.

Initiative 3.12: Compile and publish a list of preferred restoration professionals who perform work in Evanston

Initiative 3.13: Study the appropriateness of various composite and synthetic materials which accurately mimic historic building materials that are non-sustainable.

Initiative 3.14: Review and regulate the impact on significant landscape features which offer citywide environmental benefits in cases of both alteration and new construction.

Education and Advocacy

Proactive educational and advocacy efforts are critical to maintaining stakeholder participation and support for heritage preservation. Evanston’s community stakeholders, homeowners, merchants, and investors and developers need to understand the tools and resources available to participate in our preservation program and help rehabilitate, adapt, and protect the City’s historic resources. Elected leaders need to understand the role preservation plays in maintaining Evanston’s vibrancy and sense of place, in neighborhood stabilization, and the economic impact and rate of return on its investments and participation in City-supported preservation initiatives as well as heritage tourism activities. Often education and advocacy is most effective as part of an established and nurtured institutional framework between the Commission, neighborhood leaders, preservation thought leaders (architects, planners, designers) the City, and partner organizations such as the Preservation League, and Evanston History Center.

Goal #4: Advocate for the power of preservation and its ability to sustain and enhance a high quality of life for all Evanston residents.

Policy 4.1: Create new educational tools that inform design professionals, contractors, developers, residents, and civic leaders on the benefits of preserving and adapting historic structures.

Initiative 4.1: Reinstate a preservation-based and design oriented newsletter and make it available on social media..

Initiative 4.2: Prepare educational publications and videos such as those describing incentive programs, proper routine and seasonal maintenance and other treatment procedures, nomination and designation procedures, and the overall benefit of preservation to the Evanston community.

Initiative 4.3: Publish an annual endangered properties list

Initiative 4.4: Prepare a preservation training publication and one-on-one orientation for elected officials.

Initiative 4.5: Support the creation of a network of current Landmark owners and a welcome program for new homeowners.

Initiative 4.6: Develop a pipeline for bringing youth into the local preservation community - such as inviting groups of ETHS students to Commission meetings, an internship program for regional college students, and teacher professional development and curriculum opportunities with District 65 and ETHS.

Policy 4.2: Continue to disseminate and publicize educational content utilizing the internet and other digital platforms

Initiative 4.7: Expand outreach to the City's various social media platforms to reach a wider audience. Connect with various Evanston based social media influencers

Initiative 4.8: Continue to digitize and make available early publications of the Commission.

Initiative 4.9: Collaborate with local partner organizations to create a crowdsourced history website

Initiative 4.10: Update existing heritage tourism publications, such as the early Commissions self-guided walking tours, and make them available online.

Policy 4.3: Conduct annual fundraising events, educational programs, and training opportunities

Initiative 4.11: Collaborate with local partner organizations to create a preservation oriented lecture and/or workshop series.

Initiative 4.12: Continue annual preservation-based training for local realtors and financial professionals and consider a certification program.

Initiative 4.13: Provide an annual retreat with guest lectures and training for current Commissioners

Initiative 4.14: Facilitate additional regular historic district guided and app-based walking tours

Initiative 4.15: Transition the Commissions Design Awards Program to a larger consortium of preservation and design partner organizations to reach a wider audience, expand categories for consideration, and elevate publicity of the event.

Initiative 4.16: Create new fundraising events and opportunities to promote preservation and heritage tourism priorities and activities.

Initiative 4.17: Conduct an ongoing oral history project

Initiative 4.18: Create and promote a citywide Century Home program for homes that may not meet the eligibility criteria but are 100 years or older.

Implementation

Survey and Documentation

Goal #1: Identify and Preserve Resources Significant to Evanston’s Identity, Heritage, and Vibrancy.

Policy 1.1: Support initiatives that continue to identify and document Evanston’s heritage resources.

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Achieves Objectives
1.1: Re-Survey the Ridge Historic District				1; 3	2
1.2: Re-Survey the Northeast Historic District				1; 3	2
1.3: Prioritize new areas in Evanston for survey and documentation.				1	2; 3
1.4: Conduct a citywide survey of Evanston’s historic downtown and neighborhood business district resources				1	2; 3; 5
1.5: Conduct a cultural landscape survey of Evanston including its park system.				1	2; 3
1.6: Conduct a citywide survey of Evanston’s mid-century, international style, brutalist, and other contemporary resources				1	2

1.7: Document and include the built resources that identify and embody historic, social, and cultural periods and events, and the groups and people who have contributed to Evanston's unique character and identity.				1	2; 3
1.8: Advocate for the integration of survey and documentation as part of future City planning efforts.				22; 30	2; 3; 7

Policy 1.2: Support designation of significant resources as Landmarks and Historic Districts as recommended through survey and documentation activities

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
1.9: Advocate for designation of the Oakton National Register District as a Local Historic or Neighborhood Conservation District				2; 6; 8; 30	2
1.10: Seek a National Register nomination for Evanston's historic downtown and other business district resources as multi-property thematic resource listings.				2; 5	2; 5
1.11: Prepare an annual list of potentially eligible and endangered resources in Evanston.				26; 30	2
1.12: Advocate for expansion of the boundaries of the Northeast Historic District to overlay its National Register Counterpart				2; 6; 8; 30	2

Program Administration and Resource Management

Goal #2: Enhance the ability to protect and promote significant heritage and cultural resources through updated ordinances and additional preservation-based tools.

Policy 2.1: Maintain an up-to-date Preservation Ordinance which mimics nationwide best practices and trends.

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
2.1: Update the Historic Preservation Ordinance				30	4; 6
2.2: Prepare and formally adopt a set of design guidelines or guiding principles for facilitating binding design review activities.				5; 14; 30	5; 6

Policy 2.2: Adopt new preservation tools and incentives.

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
2.3: Work with the Building and Inspection Services Division to create a framework for permit fee waivers if recommended by the Commission.				30	7; 8

2.4: Work with the Planning and Zoning Division to amend the zoning code to include a section for the adaptive use of historic properties. Study the potential for additional permitted uses, relaxed parking requirements, and increased density for proposed residential uses to help offset rehabilitation costs.				23; 30	5; 6; 7; 8
2.5: Explore implementation of form-based overlays in areas of significant redevelopment potential adjacent to historic districts or where high concentrations of Landmarks exist				23; 30	5
2.6: Advocate for creation of and donation into a preservation-based fund as a public benefit for Planned Developments.				18; 30	4; 6
2.7: Reinstate a facade improvement program for commercial historic resources.				30	5; 6
2.8: Work with the Economic Development Division to enact a legacy or heritage business program.				30	5; 6
2.9: Establish a Neighborhood Conservation District Program				30	3; 5; 7
2.10: Organize a Preservation Consortium or Preservation Advisory Sub-Committee to support and help implement aspects of this plan.				30	7; 8
2.11: Benchmark Commission accomplishments and performance trends in an annual public report given to the Planning and Development Committee.				30	4; 6

Community Revitalization

Goal #3: Encourage adaptive use and rehabilitation projects which spur preservation-based economic development and retain vibrant and contextual built fabric.

Policy 3.1: Support planning and development that advance preservation and community revitalization priorities.

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
3.1: Explore creation of a downtown revolving loan or venture fund.				30	5; 6; 7; 8
3.2: Collaborate with Evanston Special Service Areas, Chamber of Commerce, and broader business community to identify and advance preservation priorities.				30	5; 8
3.3: Provide technical assistance and workshops to property owners, realtors, and developers to communicate the value of preservation, quality design, and associated preservation incentives.				5	1; 6; 7
3.4: Collaborate with the Economic Development Division to assist in marketing and developer recruitment for historic commercial, industrial, and institutional properties.				30	5; 7

3.5: Prepare Neighborhood Conservation District Plans and support additional neighborhood planning efforts in areas where residents have expressed interest in enhancing and stabilizing neighborhood character, identity, and affordability.				6; 30	3; 5; 7; 8
3.6: Target Community Development Block Grant (CDBG) funds in areas of newly created Neighborhood Conservation Districts.				30	5

Policy 3.2: Coordinate and expand heritage tourism activities and programming.

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
3.7: Collaborate with local partner organizations to create a heritage tourism plan.				8; 30	1; 5; 7; 8
3.8: Assist in the creation of a heritage tourism advisory group.				8; 30	1; 5; 7; 8

Policy 3.3: Integrate and expand preservation priorities which align with Climate Action and Resilience goals

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
3.9: Advocate for adoption of a citywide deconstruction ordinance.				30	5

<p>3.10: Encourage applicants to reuse materials that contain significant embodied energy or high craftsmanship or impose conditions that applicants salvage and donate said materials when re-use is demonstrated to be unfeasible.</p>				8; 9; 30	5
<p>3.11: Collaborate with the Building and Inspection Services Divisions Property Maintenance staff to conduct reconnaissance inspections of historic districts to identify materials and finishes in poor condition before replacement is necessary. Provide technical assistance to owners in order to properly maintain and restore said materials while still possible to avoid replacement.</p>				8; 30	1; 5
<p>3.12: Compile and publish a list of preferred restoration professionals who perform work in Evanston</p>				8; 30	1; 5; 7; 8
<p>3.13: Study the appropriateness of various composite and synthetic materials which accurately mimic historic building materials that are non-sustainable.</p>				8; 14	1; 5; 6
<p>3.14: Review and regulate the impact on significant landscape features which offer citywide environmental benefits in cases of both alteration and new construction.</p>				14; 30	5

Education and Advocacy

Goal #4: Advocate for the power of preservation and its ability to sustain and enhance a high quality of life for all Evanston residents.

Policy 4.1: Create new educational tools that inform design professionals, contractors, developers, residents, and civic leaders on the benefits of preserving and adapting historic structures.

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
4.1: Reinstate a preservation and design oriented newsletter and make it available on social media.				8	1
4.2: Prepare educational publications and videos such as those describing incentive programs, proper routine and seasonal maintenance and other treatment procedures, nomination and designation procedures, and the overall benefit of preservation to the Evanston community.				8	1
4.3: Publish an annual endangered properties list				8; 30	1; 3
4.4: Prepare a preservation training publication and one-on-one orientation for elected officials.				8	1
4.5: Support the creation of a network of current Landmark owners and a welcome program for new homeowners.				8; 30	1; 7; 8

<p>4.6: Develop a pipeline for bringing youth into the local preservation community - such as inviting groups of ETHS students to Commission meetings, an internship program for regional college students, and teacher professional development and curriculum opportunities with District 65 and ETHS.</p>				8; 30	1; 7; 8
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Policy 4.2: Continue to disseminate and publicize educational content utilizing the internet and other digital platforms

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
<p>4.7: Expand outreach to the City’s various social media platforms to reach a wider audience. Connect with various Evanston based social media influencers</p>				8; 30	1; 7; 8
<p>4.8: Continue to digitize and make available early publications of the Commission.</p>				8	1
<p>4.9: Collaborate with local partner organizations to create a crowdsourced history website</p>				8; 30	1; 3; 7; 8
<p>4.10: Update existing heritage tourism publications and make them available online.</p>				8	1

Policy 4.3: Conduct annual fundraising events, educational programs, and training opportunities

Initiative	Priority/ Timeline	Responsible Party	Potential Partners	Relevant Powers and Duties	Relevant Objectives
4.11: Collaborate with local partner organizations to create a preservation oriented lectures and/or workshops				8	1; 7; 8
4.12: Continue annual training for local realtors and financial professionals and consider a certification program.				8	1; 7; 8
4.13: Provide an annual retreat with guest lectures and training for current Commissioners				8; 30	1
4.14: Facilitate additional regular historic district guided and app-based walking tours				8	1; 5; 7; 8
4.15: Transition the Commissions Design Awards Program to a larger consortium of preservation and design partner organizations to reach a wider audience, expand categories for consideration, and elevate publicity of the event.				8	7; 8
4.16: Create new fundraising events and opportunities to promote preservation and heritage tourism priorities and activities.				8	1; 7; 8
4.17: Conduct an ongoing oral history project				8; 30	1; 3; 7; 8
4.18: Create and promote a citywide Century Home program				30	

