

# Preserve 2040

## *Preservation Commission Long-Range Work Plan*



**Historic Preservation Program**

September 13, 2022

# Plan Purpose and Utilization

## Why Plan?

- This document shall be the Commissions **principal policy document** and act as a **guide for oversight and administration** of the community's historic preservation program for the next 20+ years.
  - Oversight by the Preservation Commission
  - Principally facilitated through the City's Planning & Zoning Division
  - Supported by partner organizations and volunteers
- The previous plan was developed in 1980 and has seen its goals, and initiatives largely realized. For reference, the CD Player was released in 1982, and the first Apple Computer in 1984. As such, **a clear, forward-thinking understanding of Evanston's preservation priorities needs to be established** that aligns with current best practices.
- Create accountable benchmarks for the implementation of preservation initiatives, advocate for adjusting policy when needed and warranted, and integrate preservation policies and strategies into other City decisions and plans.

# Plan Organization

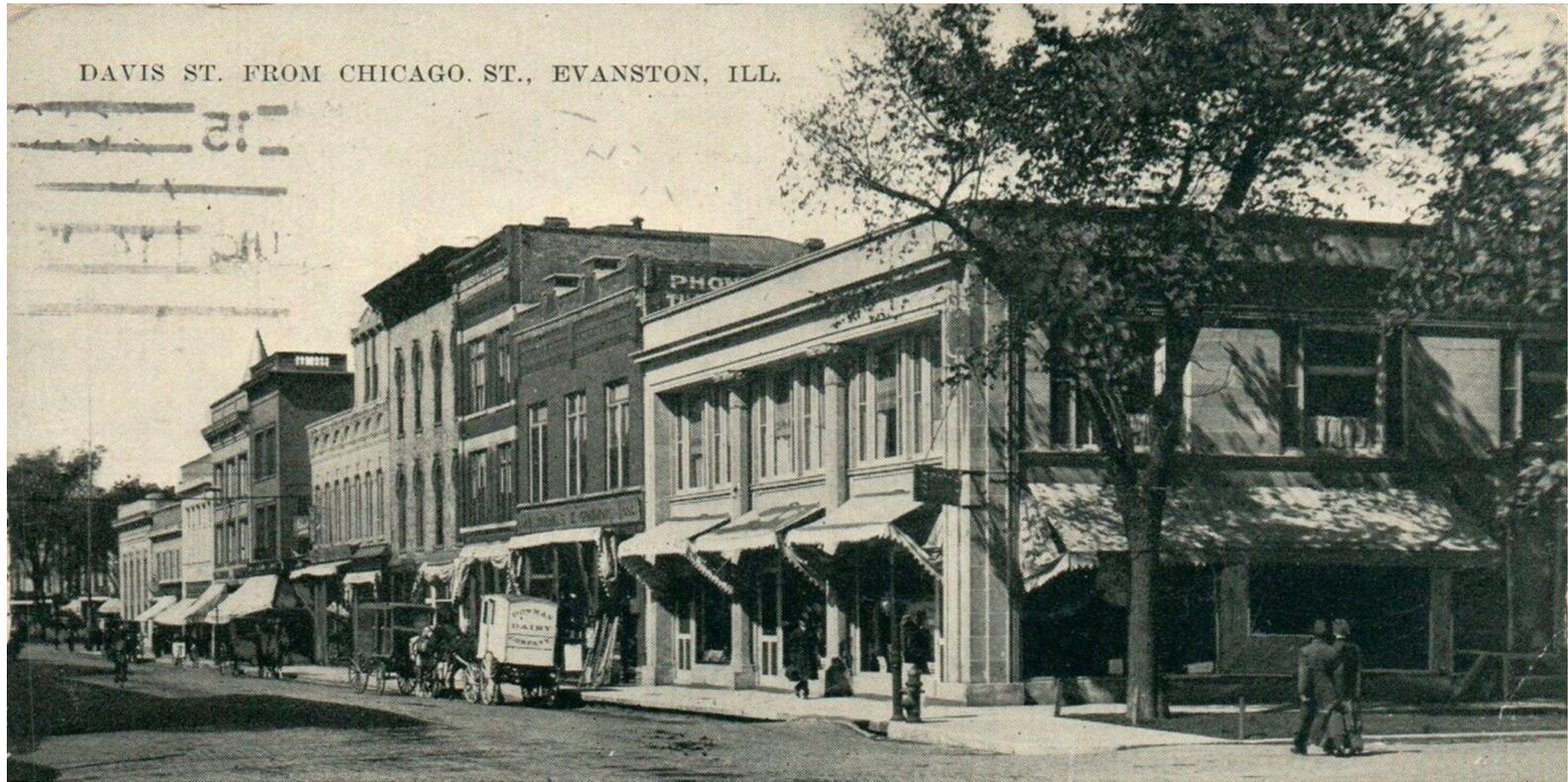
- Key Objectives
- Mission Statement
- Vision Statement
- Value Statements
- Specific Goals, Policies, and Initiatives organized around four key elements of a successful preservation program
  - Survey and Documentation
  - Program Administration and Resource Management
  - Community Revitalization
  - Education and Advocacy

# Key Planning Objectives

1. Propose a program of outreach, education, and advocacy that builds community awareness and stewardship
2. Determine future survey and documentation priorities
3. Consider additional historic and cultural contexts and their associated resources
4. Assess the effectiveness of the current Ordinance, the Commissions operations, and viability and capacity of partner organizations.
5. Align the preservation program with the City's Climate Action Plan, Affordable Housing Program, and Economic Development Goals and strategies
6. Determine barriers to implementing an effective program and explore the creation of a robust incentive framework
7. Create new organization approaches that build local capacity and diverse community involvement
8. Create an action oriented work plan

# Mission Statement

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



# Vision Statement



**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**.



# Value Statements

**#01** 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

**#02** Preservation embodies inherent sustainability and is essential to climate resilience

**#03** A Preservation Commission membership that reflects Evanston's demographics supports a more representative, equitable, diverse, and inclusive program

**#04** Enhancing public-private partnerships and capacities promotes broad community involvement, advocacy, and educational outreach

**#05** Effective municipal leadership supports positive preservation outcomes

# Value Statements

**#06** An effective, well-managed, and well-staffed municipal preservation program facilitates positive community outcomes

**#07** A commitment to equity, diversity, and inclusion within municipal preservation programming facilitates positive community outcomes

**#08** Preservation promotes Evanston as a residential city of choice in the Chicago Region.

**#09** Preservation contributes to vibrant, human-scaled environments

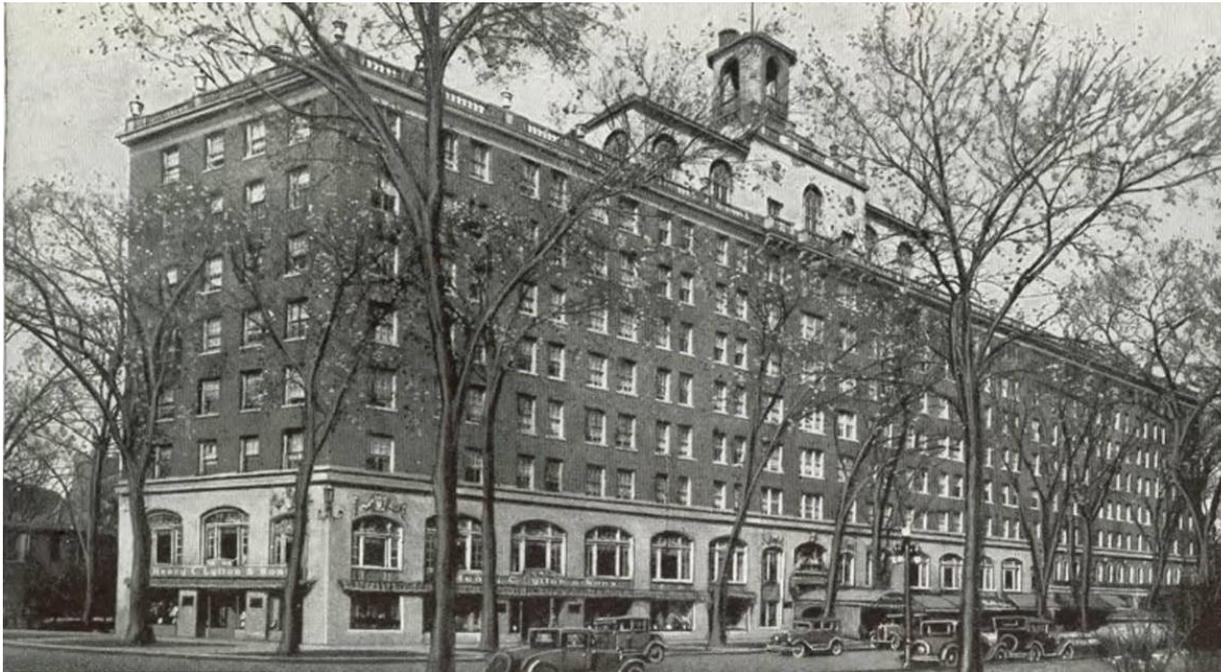
**#10** Preservation is a revitalization and economic development tool for small businesses and neighborhood business districts

**#11** Evanston's historic resources are integral to community identity and placemaking and bind its residents to their physical environments

# Value Statements

**#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



# **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

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

## **Priority Initiatives:**

- Prioritize new areas in Evanston for survey and documentation
- Conduct a city-wide survey of Evanston's downtown and neighborhood business district resources
- Document and include the built resources that embody historic, social, and cultural periods and events, and the groups and people who have contributed to Evanston's unique character and identity
- Integrate preservation survey and documentation efforts as part of future planning efforts
- Advocate for designation of the Oakton National Register District as a Local District
- Nominate Evanston's historic downtown resources and other business district resources to the National Register as a multi-property thematic resource listing to enable access to tax-credits and other financial resources
- Prepare Neighborhood Conservation District plans and support additional neighborhood planning

## **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

**Policy 2.2:** Adopt new preservation tools and incentives

### **Priority Initiatives:**

- Review and update the Preservation Ordinance
- Support in the creation of a framework for permit fee waivers if recommended by the Commission
- Support amending the zoning code to include a section for adaptive use of historic properties
- Support creation of a Legacy Business Program
- Reinstate facade improvement incentives for historic commercial buildings or legacy businesses
- Establish a Neighborhood Conservation District Program
- Benchmark Commission accomplishments and performance trends in an annual public report
- Actively recruit future Commissioners with a focus on building a membership reflective of Evanston's diverse demographics

## **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

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

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

### **Priority Initiatives:**

- Explore creation of a downtown revolving loan or venture fund
- Collaborate with Special Service Areas, the Chamber of Commerce, and broader business community to identify and advance preservation priorities
- Target CDBG funds in areas of newly created Neighborhood Conservation Districts
- Advocate for creation of a citywide deconstruction ordinance
- Utilize incentives for historic property owners for salvaging and reusing existing materials
- Support retention of significant landscape features

## **Goal #4** Advocate for the power of preservation and its ability to sustain and enhance a high-quality of life for all 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

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

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

### **Priority Initiatives:**

- Reinststate a quarterly preservation and design oriented newsletter
- Prepare preservation training publications and one-on-one orientation for elected officials
- Compile and publish a list of restoration professionals
- Establish a brief guest lecture series for monthly Commission meetings
- Support partner organizations in the creation of preservation oriented lectures and workshops

