



## Community Development Department

Planning Division Building Safety Division Environmental Soils Division

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### MEMORANDUM

**DATE:** October 28, 2014  
**TO:** Deschutes County Historic Landmarks Commission (HLC)  
**FROM:** Matthew Martin, Associate Planner  
**RE:** Historic Preservation Strategic Planning Outreach Update

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The purpose of this memorandum is two fold: 1) to summarize the public involvement process associated with developing a Historic Preservation Strategic Plan (Strategic Plan); and, 2) to prepare the HLC for prioritizing noteworthy projects.

#### I. Background

The Community Development Department (CDD) presented a draft Scope of Work to the HLC on November 4, 2013. Besides some general edits, Commissioners supported the approach of reengaging stakeholders and the public to prioritize preservation programs that build upon existing projects and promote regional collaboration. On June 16, 2014, the Board of County Commissioners (BOCC) approved as part of CDD's FY 2014/2015 work plan, the development of a Strategic Plan to provide a framework for shaping the County and City of Sisters' preservation programs and services over the next five years and create a blueprint for allocating Certified Local Government (CLG) grant funding.

#### II. Outreach

The process of developing the Strategic Plan began in September and October with staff conducting a public outreach campaign to solicit feedback from stakeholders, historic landmark owners, and community members. The outreach included:

- Three public meetings, one in Sisters and two in Bend, that included an overview of the historic preservation program and provided opportunities for public comment via an open forum and completion of a questionnaire.
- Invitations were sent to 15 stakeholder organizations and historic preservationists for individual interviews. Six responded, enabling staff to capture their unique and experienced opinions.
- An online survey (<http://www.surveymonkey.com/s/deschuteshistoric>) was created providing an alternative opportunity to participate and submit comments. A total of 28 surveys were completed.

### **III. Categories**

Public feedback was extensive, detailed, and incredibly valuable. Over 80 individual projects and priority suggestions were provided. Staff has refined this list by categorizing and consolidating items into similar topics. While recognizing many of them can fall within varying categories, staff has identified the following themes:

#### Collaborate

Strengthen the network of historic preservation and community partners through collaboration. Working with community partners (i.e. schools, community groups, government agencies, local HLCs, etc.) can increase the visibility, value, and impact of historic preservation in Deschutes County. (See Attachment A)

#### Coordinate

Facilitate special projects by providing opportunities to expand the scope and benefit of the historic preservation programs. (See Attachment B)

#### Educate

Provide educational opportunities to the public, government officials, and agency representatives by highlighting the value, benefits, responsibilities, and requirements of historic preservation. A variety of formats can be utilized including electronic media (smart phone applications, webpages), presentations, workshops, and tours. (See Attachment C)

### **IV. Next Steps**

At the meeting on November 3<sup>rd</sup>, Staff will discuss the public outreach efforts and then look to the HLC to provide initial feedback, identify trends, and begin prioritizing projects to incorporate into the draft Strategic Plan. At the HLC meeting on December 1<sup>st</sup>, staff will present the first Strategic Plan in its entirety for review and comment. One month later, on January 5<sup>th</sup>, a final version will be presented to the HLC for a recommendation of approval to the BOCC and Sisters City Council.

#### Attachments:

- A – Collaborate
- B – Coordinate
- C – Educate

## COLLABORATE

### Deschutes County Historic Preservation Program Strategic Planning Themes

- Collaborate with community partners (schools, community groups, chambers of commerce, federal agencies, local HLCs, historical society, archeological society) to maximize visibility and impact of historic preservation
- Need public “face” of historic preservation
- Schedule regular meetings with and presentations to other HLCs
- Incorporate federal and archeological sites to “Story Map”
- Create a calendar of history related events
- Finish scanning of historic property records at Deschutes Historical Society
- Support tech upgrade at Deschutes Historical Society to overhaul computer and scanner equipment
- Build oral history collection
- Recognize wagon road and cemetery tourism through hikes or tours
- Hold annual BBQ as thank you for historic property owners

## COORDINATE

### Deschutes County Historic Preservation Program Strategic Planning Themes

#### New Program Emphases

- Archeology/"prehistoric" focus; Recognize archeology month in October
- Sisters County focus; Inventory potential sites, review 1880s theme development code, etc.
- Explore and document history of irrigation districts, wagon roads, cemetery, and "ghost towns"
- Preservation of blaze trees and pictographs

#### Program Expansion

- Conduct a survey of potential sites to add to inventory/Comprehensive Plan Goal 5 list including Pilot Butte Canal and Dian Bruns' property on K Barr Road.

#### Program Efficiency

- Identify grant opportunities
- Link historic files to story map
- Provide more content to the story map descriptions
- Website improvements providing more information on listed resources, stories, and people
- Improve library of resources/Inventory existing resource materials
- Create new handouts for Deschutes historical preservation program
- Create driving tour app similar to Bend Heritage Walking Tour app
- Establish local incentive programs (i.e. tax credits or permit fee waiver)
- Provide expertise as a resource via contractor or staff
- Maintain regular contact with history property owners such as scheduled mailers, phone calls, and visits to a relationship, educate on responsibilities, and discuss owner desired improvements.
- Assigns historic sites to landmarks commissioners to establish stronger relationships with owners

## EDUCATE

### Deschutes County Historic Preservation Program Strategic Planning Themes

- Increase media visibility with articles via KTVZ, Bend Bulletin, Press releases, monthly newsletters  
(also collaborate)
- Highlight preservation success stories
- Teach respect for past and existing sites
- Increase cultural awareness
- Recognize difference between preservation and interpretation
- Reduce vandalism and dumping through education
- OHVs are threats to Santiam wagon trail
- Attend, present, and provide materials at Old St. Francis History Pub
- Conduct periodic series of presentation throughout County to highlight value of preservation.
- Annual presentation to BOCC/Sisters City Council highlighting value and benefits of program.
- Preservation or replacement of historic site signage