

To: Historic Landmarks Board

From: Amy Kreimeier (AICP) Senior Planner
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Re: November 16 Agenda

Date: November 9, 2022

Memorandum

NOTE: If anyone can't make the meeting, please advise as soon as possible.

ACTION ITEMS

1. Work Session – Historic Preservation Program Goals & Implementation

Board to hold work session on historic preservation program goals and goal implementation. Work session will inform 2023 work plan.

The mission of Forest Grove's HLB is to preserve, promote, and advocate for Forest Grove's irreplaceable historic sites and assets for the cultural, economic, and educational benefit of everyone. The Council adopted Forest Grove Preservation Plan, 2017-2026 (attached), identifies four goals and 16 objectives to meet the mission. The plan also includes specific activities to accomplish each goal. These activities provide the basis for the Board's yearly work plan.

- **Protect** Forest Grove's Significant Historic Resources.
 - Ensure that Forest Grove is a leader in historic preservation through careful stewardship of its own historic resources and innovative approaches to preservation.
 - Prioritize resources and areas that are historically significant and develop strategies for their protection.
 - Align historic preservation goals with other City plans and policies and enhance internal coordination.
 - Increase community understanding of the inherent connection between historic preservation and environmental sustainability.
 - Explore strategies to recognize and protect important resources from the post-World War II era.
- **Engage** the Community in Historic Preservation Efforts.
 - Encourage collaboration between the Historic Landmarks Board, city staff, and similarly vested organizations to advance historic preservation goals.
 - Interpret the City's historic, architectural, and environmental resources for residents and visitors.
 - Celebrate, promote, and raise awareness about historic preservation successes in Forest Grove.
- **Refine** Review Processes Making Them Clear, Predictable, and Objective.
 - Provide training opportunities for board and staff to ensure fair, objective, and consistent decision making.
 - Provide complete and accurate information to the public in an easily accessible manner.
 - Ensure that regulations and design guidelines are current, relevant, and provide effective protection of historic buildings.
 - Protect historic resources through effective review and enforcement policies and practices.
 - Recognize and communicate that historic districts and individual landmarks evolve, and ensure that historic designation allows for change that is sensitive to each building's historic character.

- **Encourage** Preservation of Historic Resources.
 - Promote existing incentives, such as the Historic Preservation Renovation Grant and the State of Oregon's Special Assessment of Historic Property Program.
 - Explore alternative initiatives to encourage historic preservation, improve public perception, and defray the cost of rehabilitation and restoration projects.
 - Recognize and honor property owners for exemplary stewardship of historic buildings.

To aid in the discussion of the board the following documents are attached:

- General Information on Goals and Objectives
- Adopted 2022 Work Plan
- 2022 Goal Implementation Chart, tying the adopted work plan back to the goals
- 2022 City Council Goals and Objectives
- Forest Grove Preservation Plan, 2017-2026

INFORMATION ITEMS

Preservation Grants: The Board was awarded \$4,152 for FY21-22. Five applications have been approved to date:

2004 Main Street – door repair. A grant of \$391 was awarded. This project has been completed.

2620 18th Avenue – porch repair. A grant of \$750 was awarded. This project has been completed.

2114 B Street – siding restoration. A grant of \$750 was awarded. This project has been completed.

1638 Birch Street – painting. A grant of \$750 was awarded. This project has not yet begun.

2114 B Street – window replacement. A grant of \$750 was awarded. This project has not yet begun.

Remaining \$761 of preservation grant funding to be awarded to remaining open preservation grant projects. Funding to be split equally between recipients. All funding has been allocated.

December Agenda: 2023 work plan, editorial calendar

2022-2023 CALENDAR - UPCOMING AGENDA ITEMS

November 15, 2022 (third Tuesday)

- ☐ Work Session: Goals and Implementation

December 20, 2022 (third Tuesday)

- ☐ Work Session: 2023 work plan
- ☐ Prepare January-June 2023 Editorial Calendar
- ☐ 2023 Photo contest

January 25, 2023

- ☐ Review and adopt 2023 work plan
- ☐ Review and adopt January-June 2023 Editorial Calendar
- ☐ Photo contest
- ☐ Annual officer elections
- ☐ Adopt 2022 meeting schedule

February 28, 2023

- ☐ Practice Design Review Hearing

March 28, 2023 (fourth Tuesday)

- ☐ Discuss selection of Stewart Award recipient
- ☐ Preservation Month

April 25, 2023

- ☐ Select Stewart Award recipient
- ☐ Preservation Month
- ☐ Prepare annual report

May 8, 2023 City Council Meeting

- ❖ *Present Annual Report*
- ❖ *Preservation Month Proclamation; honor Stewart Award recipient and photo contest winners*

May 23, 2023 (Tuesday)

- ☐ Review July-December 2023 Editorial Calendar
- ☐ Website review

June 25, 2023

- ☐ National Night Out planning
- ☐ Governance 101

July 25, 2023

- ☐ Chalk Art Festival planning
- ☐ Adopt July-December 2022 Editorial Calendar

August 23, 2022 (fourth (not fifth) Tuesday)

- ☐ Chalk Art Festival planning (September 10)
- ☐ Public Safety Open House planning (October 8)
- ☐ Governance 101

September 27, 2022

- ☐ Public Safety Open House planning (October 8)

October 25, 2022

- ☐ 2023 Photo contest
- ☐ Website review

Information on Goals & Objectives

Goals are the outcomes you intend to achieve, whereas objectives are the specific actions and measurable steps that you need to take to achieve a goal. Goals and objectives work in tandem to achieve success. If you create goals without clear objectives, you run the risk of not accomplishing your goals.

Goals are set to achieve the mission of an organization or individual, while objectives are set for the accomplishment of goals. Goals are thus higher in order than objectives.

Goals are broad intentions and are often incapable of being measured in quantifiable units. Objectives are narrower than goals and are described in terms of specific tasks.

Goals are general statements of what is to be achieved. They do not specify the tasks that need to be performed to accomplish them. Objectives, on the other hand, are specific actions one takes within a certain timeframe.



SMART Goals and Objectives

Goals and objectives should be set with a high potential to succeed. The idea is to set goals and objectives that are clear and defined but also can realistically be achieved with available resources.

You can use the SMART acronym as a guide when setting organization goals and objectives, Specific, Measurable, Achievable, Relevant, and Timely

S – Specific

Well defined, clear, and unambiguous. Goals that are specific have a significantly greater chance of being accomplished. To make a goal specific, the five “W” questions must be considered:

1. Who: Who is involved in this goal?
2. What: What do I want to accomplish?
3. Where: Where is this goal to be achieved?
4. When: When do I want to achieve this goal?
5. Why: Why do I want to achieve this goal?

M – Measurable

With specific criteria that measure your progress toward the accomplishment of the goal. A SMART goal must have criteria for measuring progress. If there are no criteria, you will not be able to determine your progress and if you are on track to reach your goal. To make a goal measurable, ask yourself:

1. How many/much?
2. How do I know if I have reached my goal?
3. What is my indicator of progress?

A – Achievable

Attainable and not impossible to achieve. A SMART goal must be achievable and attainable. This will help you figure out ways you can realize that goal and work towards it. The achievability of the goal should be stretched to make you feel challenged, but defined well enough that you can actually achieve it. Ask yourself:

1. Do I have the resources and capabilities to achieve the goal? If not, what am I missing?
2. Have others done it successfully before?

R – Relevant

Within reach, realistic, and relevant to the mission. A SMART goal must be realistic in that the goal can be realistically achieved given the available resources and time. A SMART goal is likely realistic if you believe that it can be accomplished. Ask yourself:

1. Is the goal realistic and within reach?
2. Is the goal reachable, given the time and resources?
3. Are you able to commit to achieving the goal?

T - Timely

With a clearly defined timeline, including a starting date and a target date. The purpose is to create urgency. A SMART goal must be time-bound in that it has a start and finish date. If the goal is not time-constrained, there will be no sense of urgency and, therefore, less motivation to achieve the goal. Ask yourself:

1. Does my goal have a deadline?
2. By when do you want to achieve your goal?

2022 Adopted Work Plan

Large-Scale Projects	Smaller-Scale Projects	Ongoing Activities
2021		
☐ Apply for CLG Grant for a post-WWII historic context statement and selective RLS. ☐ Identify general areas for selective RLS. ☐ Write the RFP. ☐ Interview and select consultants to write the context. ☐ Begin outreach to property owners in post-WWII neighborhoods (survey notification).	☐ Research: International Existing Building Code, deconstruction ordinance, demolition by neglect ordinance, demolition denial ordinance. ☐ Develop proposal(s) to adopt the previous into City Code. ☐ Prepare for Forest Grove Sesquicentennial. ☐ Explore additional funding opportunities in conjunction with the Sesquicentennial (Travel Oregon).	☐ Legal training with City Attorney. ☐ HLB training with mock design review. ☐ Board cross-training to learn officer roles. ☐ Preservation Month (suggestion: Post-WWII Architecture, Modernism) ☐ Send an HLB member to a conference (suggestion: Oregon CLG Meeting).
2022		
☐ Prepare and submit the post-WWII historic context and selective RLS. ☐ Incorporate the City's Diversity, Equity, and Inclusion initiative into outreach activities including Spanish language document translation. ☐ Downtown District Brochure. ☐ Evaluate potential 2023 SHPO grant options.	☐ Research: International Existing Building Code, deconstruction ordinance, demolition by neglect ordinance, demolition denial ordinance. ☐ Forest Grove Sesquicentennial. ☐ Explore additional funding opportunities in conjunction with the Sesquicentennial (Travel Oregon).	☐ Legal training with City Attorney. ☐ Page-by-page review of website for updates. ☐ Board cross-training to learn officer roles. ☐ Preservation Month (Sesquicentennial). ☐ Send an HLB member to a conference (suggestion: Oregon Heritage Conference; NAPC Forum). ☐ Prepare CEP grant. ☐ Governance 101
2023		
☐ Review results of context and RLS to determine post-WWII historic district potential. ☐ Prepare amendments to Historic Design Standards and Guidelines.	☐ Upload post-WWII context to web and social media. ☐ Presentations on post-WWII architecture.	☐ Legal training with City Attorney. ☐ HLB training with mock design review. ☐ Board cross-training to learn officer roles. ☐ Preservation Month (suggestion: Transportation) ☐ Send an HLB member to a conference (suggestion: National Trust Conference; Oregon Main Street Conference).

2022 Goal Implementation

Tying the Work Plan Back to the Goals

2022				
	Prepare and submit post-WWII historic context statement	HLB goal to recognize and protect resources from the post-World War II era	Protect	CLG Grant
	DEI Initiative – Spanish language document translation			
	Forest Grove Sesquicentennial	A significant, one-time educational opportunity identified by the HLB	Engage	CLG Grant
	Explore additional funding opportunities in conjunction with Sesquicentennial			
	Downtown District Brochure	Further the Main Street goal of resource protection	Protect / Encourage	City
	Website review, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City
	Governance 101			
	Legal Training with City Attorney			
	Research Building code and demolition ordinance			
	Evaluate Potential 2023 SHPO grant options			
2023				
	Review results of post-WWII historic context to determine next steps	HLB goal to recognize and protect resources from the post-World War II era	Protect	City
	Prepare amendments to Historic Design Standards and Guidelines to include post-WWII resources	HLB goal to ensure regulations are current and relevant	Protect / Refine	City
	Upload post-WWII historic context to web and social media	Furthering goal of interpreting historic assets for residents and visitors	Refine	City
	HLB training, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City

2022 City Council Goals and Objectives

		Financial Stewardship We will be responsible stewards of the City's financial resources.			
		Community Engagement We will invite members of the community in developing City policies and programs.			
		Equity, Diversity and Inclusion We are committed to fair inclusion where diverse members of our community can participate and thrive.			
GOALS	#	OBJECTIVES	DEPT	YRS	B/C*
Support housing stability	1	Evaluate recommendations from the Housing Needs Analysis to incentivize affordable housing	CD	2	PC
	2	Implement middle housing legislation (HB2001)	CD	1	PC
	3	Develop policies and identify partner services that will address homeless encampments	ADM/POL	1	
	4	Advocate for legislation that supports housing opportunities in Forest Grove	COUNCIL	N/A	
	5	Implement the Development Process Review Study recommendations	CD/ENG	2	N/A
Improve Communications + Engagement	6	Complete the Communications plan	ADM	1	CCI
	7	Collaborate with community partners to plan the City's 150th anniversary/ sesquicentennial	ADM	1	**
	8	Conduct community engagement for Police Chief recruitment	ADM	1	
	9	Complete Council and Staff DEI training and draft DEI Plan	ADM	1	
Plan and grow a resilient community	10	Decide the timing, rate and outreach strategy for a community services local option levy	ADM	1	
	11	Continue exploration of fire district governance	FIRE/ADM	2	
	12	Consider long-term growth options and refine the West Side Financial Plan	CD/ADM	2	PC
	13	Initiate alternatives analysis for a northern fire station	FIRE	2	
	14	Review City Charter	ADM	2	***
	15	Update Emergency Operations Plan	FIRE	2	
Expand sustainable transportation to increase mobility	16	Support projects that enhance mobility in areas with limited transportation alternatives	ENG	1	
	17	Expand electrical vehicle program	L/P	2	
	18	Support the Council Creek Regional Corridor	ENG	2	
Expand recreation opportunities	19	Reconfigure the space on the eastern side of the library	LIB	2	LC
	20	Complete community engagement for Eastside Park	P&R	1	P&R
	21	Develop a cost recovery methodology and rate structure for recreation programming	P&R	2	P&R
	22	Develop a master plan for the Emerald Necklace Trail	P&R	1	P&R
	23	Construct Stites Park, community garden, and improve Bard Park	P&R	1	

* This objective is assigned to or being considered by the listed Board or Commission. Further assignments require approval by City Council.

** A community-based Sesquicentennial Committee has been formed to plan/market the celebration.

*** Requires appointment of a Charter Review Commission

CD Community Development

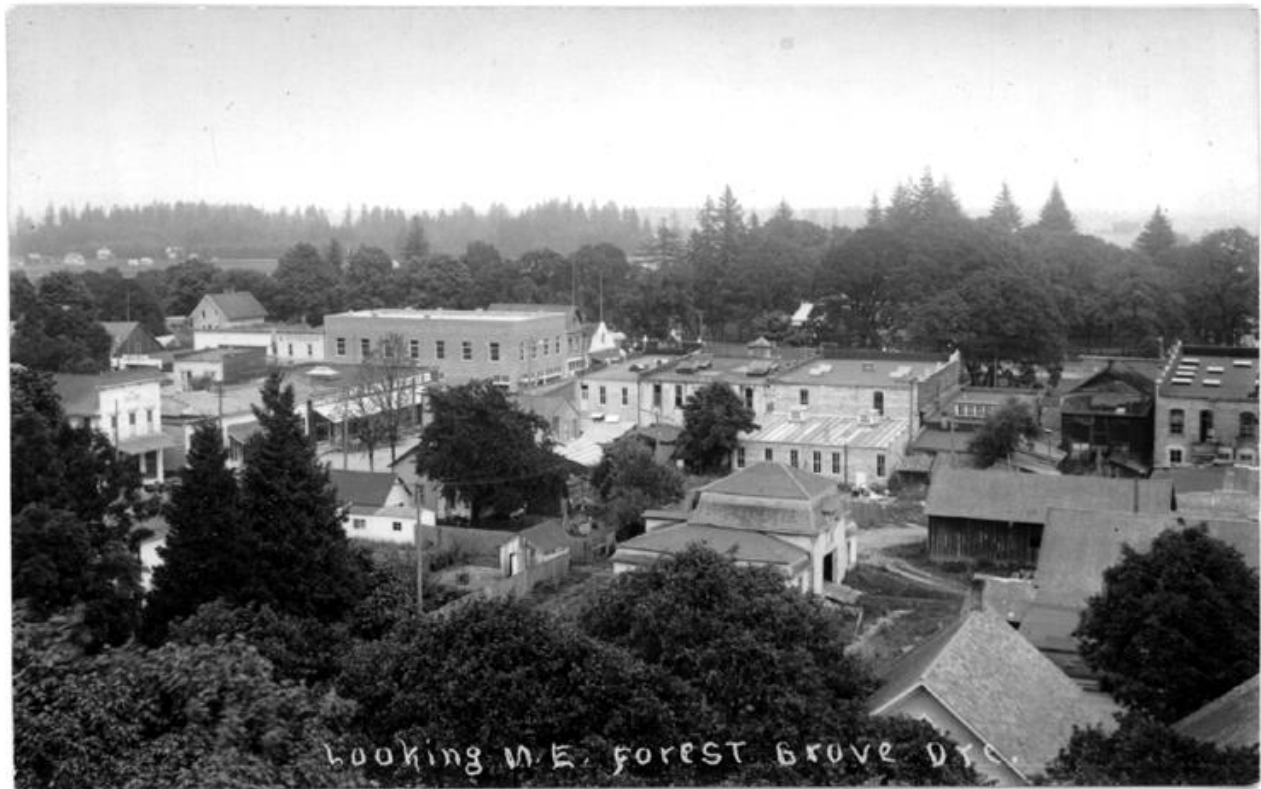
ADM Administration

ENG Engineering

LIB Library

P&R Parks and Recreation

Forest Grove Preservation Plan 2017-2026



Forest Grove, Oregon
September 27, 2016

Forest Grove Preservation Plan 2017-2026

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Front Cover: From the water tower looking northeast towards 21st Avenue, circa 1910. Just left of center is the prominent brick I.O.O.F. Lodge. (Morelli Collection)

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Project Overview

In 2015, the City of Forest Grove and its Historic Landmarks Board (HLB) set out to create a ten-year plan for the City's Historic Preservation Program. The plan would integrate the disparate activities of the HLB into a comprehensive set of goals. A list of activities would then be created to serve those goals. The activities would be sorted into a calendar in a logical and attainable sequence. The finished report would be the HLB's ten-year plan for 2017 through 2026. The following is the result of that project.

Program Summary

Forest Grove's historic preservation program was created in 1980 with the adoption of the Comprehensive Plan and Zoning Ordinance. This ordinance established the Historic Landmarks Board which consists of seven members, plus a student advisory member, and meets monthly. Also present at the meetings are a City Council liaison and the City Preservation Officer. At their meetings, HLB members review pending applications for alterations to contributing and landmark structures, review applications for a grant offered by the HLB, work on active projects, and plan upcoming projects and events.

Forest Grove's first historic resource surveys began in 1982, and while many resources were listed as local landmarks, the City's first National Register Historic District, the Clark District, was not fully realized until 2002. The Painter's Woods District followed in 2009, and the Walker-Naylor District in 2011. The City achieved Certified Local Government (CLG) status in 1996. In 2015, Historic Design Guidelines and Standards were adopted for applicability within the historic districts and the outlier historic landmark sites.

The HLB offers Historic Preservation Renovation Grants to owners of individually listed, district listed, or locally listed resources. The funding for this matching grant is through the City of Forest Grove. Since 1996, the HLB has been presenting the annual Eric Stewart Award to recognize local supporters of the Historic Preservation Program.

Project Process

In order to establish historic preservation program priorities for this preservation plan, the consultants met with the HLB and city staff in 2015. Two broad areas of interest were identified: improving the existing program to reach a wider constituency and using historic preservation as a means to encourage and support downtown revitalization. Based on the issues raised, a survey questionnaire was developed that was mailed to Forest Grove residents via their December 2015 utility bill. Collected responses were analyzed and then expanded upon at a focus group meeting in February 2016. For a detailed description of the survey questionnaire and focus group process, see the appendices. The consultants then created a draft of the preservation plan that went through six rounds of review by the HLB and city staff, along with a review by several key community members.

Program Goals

The mission of Forest Grove's HLB is to preserve, promote, and advocate for Forest Grove's irreplaceable historic sites and assets for the cultural, economic, and educational benefit of everyone. To meet this mission, the following **four** overriding and interrelated goals have been developed:

- **Protect** Forest Grove's Significant Historic Resources.
 - Ensure that Forest Grove is a leader in historic preservation through careful stewardship of its own historic resources and innovative approaches to preservation.
 - Prioritize resources and areas that are historically significant and develop strategies for their protection.
 - Align historic preservation goals with other City plans and policies and enhance internal coordination.
 - Increase community understanding of the inherent connection between historic preservation and environmental sustainability.
 - Explore strategies to recognize and protect important resources from the post-World War II era.
- **Engage** the Community in Historic Preservation Efforts.
 - Encourage collaboration between the Historic Landmarks Board, city staff, and similarly vested organizations to advance historic preservation goals.
 - Interpret the City's historic, architectural, and environmental resources for residents and visitors.
 - Celebrate, promote, and raise awareness about historic preservation successes in Forest Grove.
- **Refine** Review Processes Making Them Clear, Predictable, and Objective.
 - Provide training opportunities for board and staff to ensure fair, objective, and consistent decision making.
 - Provide complete and accurate information to the public in an easily accessible manner.
 - Ensure that regulations and design guidelines are current, relevant, and provide effective protection of historic buildings.
 - Protect historic resources through effective review and enforcement policies and practices.
 - Recognize and communicate that historic districts and individual landmarks evolve, and ensure that historic designation allows for change that is sensitive to each building's historic character.
- **Encourage** Preservation of Historic Resources.
 - Promote existing incentives, such as the Historic Preservation Renovation Grant and the State of Oregon's Special Assessment of Historic Property Program.
 - Explore alternative initiatives to encourage historic preservation, improve public perception, and defray the cost of rehabilitation and restoration projects.
 - Recognize and honor property owners for exemplary stewardship of historic buildings.

Activities to Realize Goals

To realize the four goals of protect, engage, refine, and encourage, the HLB must drive projects and activities itself, or engage with partner organizations. The following section describes specific activities to accomplish the four HLB goals.

Protect

Types of activities include:

- Historic Context Statements
- Historic Resource Surveys
- Local and National Register Listings

Common mechanisms for gathering information about historic resources to aid in their protection are historic context statements, historic resource surveys, and listing on the local or National Register.

A historic context statement is basically a developmental history. They are often written prior to beginning a historic resource survey or National Register nomination to help understand the history of an area. Context statements synthesize information, exposing links between disparate phenomena, such as a boom in construction following the emergence of a new industry. Context statements help identify areas of particular interest, or help determine if it is worthwhile to proceed with historic resource surveys or National Register nominations. New context statements may be commissioned as new areas of a town are explored, or with the passage of time, as a whole new set of buildings becomes potentially eligible for the National Register. During the last decade, communities have become particularly interested in post-World War II resources, since the 50-year criterion for National Register listing now means buildings dating to as late as 1966 may be eligible for listing. By collecting information, historic context statements, like historic resource surveys, indirectly protect historic buildings through recordation, ensuring that a structure's story survives, even if the structure itself is lost.

Historic resource surveys result in inventories that aid in identifying which structures to protect, and (at a minimum), record buildings for posterity. Historic resource surveys can have varying levels of depth. Standard reconnaissance level surveys (RLS) examine every resource within a survey project area, regardless of the age of the resource. Selective reconnaissance level surveys generally examine only resources within a survey area that are around 45 years old or older. However, selective RLSs are sometimes modified to target specific types of resources or a specific construction period (e.g., post-WWII housing). Intensive Level Surveys (ILS) look at resources in-depth, and include detailed observations of physical appearance as well as research into a resource's history.

Surveys generally have geographic, temporal, or thematic boundaries. Geographic boundaries are often chosen in anticipation of a potential historic district and conform to historic addition or neighborhood boundaries. The temporal boundary often conforms to the 50-year minimum age for listing on the National Register. However, occasionally a 35-year-old cut-off is selected, based on the theory that historic resource surveys are rarely updated before 15 years have elapsed. Thematic boundaries can be based on locally significant aspects, such as the work of a specific builder.

Reconnaissance surveys record basic architectural features and indicate if structures retain sufficient integrity to be listed on the National Register under Criterion C, which is concerned with architecture. Intensive surveys also include historical research and indicate if structures may be eligible for the National Register under Criterion A (for their association with the broad patterns of history) or Criterion B (for their association with significant people).

Historic resource surveys identify which resources may qualify for listing as a local landmark or for the National Register. Because of Forest Grove's status as a Certified Local Government (CLG), both types of listings offer similar protection to buildings, primarily in the form of review of alterations by the HLB. The CLG program is a federal program that is administered by the State Historic Preservation Office (SHPO). To qualify, local governments must meet qualifications that indicate a community is committed to historic preservation. These qualifications include having a historic preservation commission, passing a preservation ordinance, and participating in the state's historic building inventory program. As a benefit of enrolling in the CLG program, communities become eligible for CLG grants from SHPO.

Buildings (e.g., houses), structures (e.g., bridges), sites (e.g., parks), and objects (e.g., statuary) can be listed on the National Register individually or in districts. Districts can be geographically continuous, or discontinuous if linked by a common theme such as construction method. A discontinuous district listing is known as a Multiple Property Document (MPD). In Forest Grove, local and national listings are functionally similar in terms of actual protection of resources, though an advantage of local listing is that it is easier to apply for than the National Register. National Register listing carries greater prestige and also may be a requirement for some incentive programs, such as Special Assessment (see Goal: Encourage). National Register listing also adds an additional layer of protection in the form of an extended review process (known as Section 106) for projects that employ federal funding; for example, a project that takes advantage of funds from the Department of Housing and Urban Development (HUD). Locally and nationally listed resources are both eligible for the HLB's Historic Preservation Renovation Grant.

Historic context statements, historic resource surveys, and National Register historic district nominations are generally funded by SHPO's CLG grant program. The award is a matching grant, requiring an equal amount of funding (which can include in-kind labor) by the city receiving the grant. It is offered on a biennial basis.



Looking south on A Street from 23rd Avenue around 1910, and from the same location in 2016 within the Walker-Naylor Historic District.

Downtown Historic District

In 1994, Forest Grove wrote a historic context statement for its downtown. The principal recommendation to come out of that context statement was to create a downtown historic district. The specific aim of this preservation plan is to create a “...long-range plan to manage and protect Forest Grove’s cultural heritage while facilitating community-wide collaboration and economic stability....” The HLB’s mission is to “preserve, promote, and advocate for Forest Grove’s irreplaceable historic sites and assets for the cultural, economic, and educational benefits of everyone.” Given that 22 years have passed since that recommendation was made, and three historic districts have been created since then in Forest Grove, the time is right to return to creating a downtown historic district.

Generally speaking, the creation of a downtown historic district will require an updated Historic Resource Survey of the Original Town Plat (which includes downtown) that will serve as the basis for boundary decisions, aid in selecting an appropriate period of significance, and as a platform for research prior to writing a nomination. However, in reality, the process is more complex and lengthy, particularly regarding building broad community support and buy-in by the business community. This is where Forest Grove’s slow-but-steady approach to district creation has decided advantages.

The city-wide questionnaire conducted as part of the process in creating this preservation plan (see Appendix C) indicated that there is an appreciation of historic buildings (86% positive), and that there is support for a downtown historic district (60% positive with 26% unsure). A similar survey should be targeted at downtown property owners, as well as downtown merchants, to gauge their specific interests and to clarify what concerns there might be regarding a downtown historic district. Essential resources for the HLB in the formatting, phrasing, and timing of a survey include experienced city leaders, city staff, and supportive businesses. Former HLB members who have been through the process of listing other historic districts may also provide insights. A good resource for creating historic district “buy-in” is *Heritage Bulletin 26: Outreach for National Register Historic Districts* (available online at https://www.oregon.gov/oprd/HCD/docs/Heritage_Bulletins/HB26_Outreach_Nat_Reg_Districts.pdf).

Since the process of creating a downtown historic district will take time, it would be positive to maintain momentum by pursuing local landmark designation for some of the properties found to be potentially contributing to a downtown historic district. While this option has been available to



Looking south down Main Street from 21st Avenue around 1911, and from the same location in 2016.

owners, some may have forgotten about it, some may be new owners, and some may be newly eligible, given that the 50-year criterion for general listing now includes buildings dating as late as 1966. Buy-in at this level would also build support for the larger goal, especially from property owners who can take advantage of the HLB's Historic Preservation Renovation Grant. And, if opposition by owners to a full district is too strong at present, the effort would bring new property owners into the fold, regardless of whether a historic district becomes a reality.

If opposition by property owners to a downtown historic district remains despite all efforts, alternatives to a National Register historic district may either be a push for even more local landmarks or a Multiple Property Document (MPD). An MPD sets up a context and framework for property listing. At the time the MPD is submitted to the National Register, it should include at least one property that has agreed to be included to ratify the listing. The negative aspect of an MPD is that it requires additional effort by each individual property to be listed as contributing to the MPD, a process that can be lengthy, but that can be aided by the HLB.

Additional Projects

When Forest Grove's Historic Preservation Program was established in 1980, the 50-year criterion for National Register listing excluded buildings constructed after 1930. In recent years, many communities have turned their interest to the preservation of their World War II-era resources, as well as to the construction boom following the war. Examples of this include:

- National Register Listing for Oak Hills, a 1965 subdivision in the Beaverton area (nomination available at http://heritagedata.prd.state.or.us/historic/index.cfm?do=main.loadFile&load=NR_Noms/13000482.pdf)
- *Eugene Modernism, 1935-65* (a historic context statement commissioned by the City of Eugene, <https://www.eugene-or.gov/DocumentCenter/Home/View/24803>)
- *Modern Historic Resources of East Portland* (a selective reconnaissance survey commissioned by the City of Portland, <https://www.portlandoregon.gov/bps/article/325040>)

Forest Grove should embark on similar projects within the next ten years, with a historic context statement looking at the period between 1935 and 1965 (generally considered the Modernist era), followed by a historic resource survey that looks at selected neighborhoods. Rosearden Drive, Spring Garden Way, 18th Avenue near Joseph Gale School, Far View Terrace, and Forest Gale Heights have been identified as areas of potential interest by the focus group (see Appendix A). The historic context statement and historic resource survey will help the HLB determine how to aid the preservation of post-1935 resources, be that through informative programming, local listing, or National Register listing.



Typical house on Rosearden Drive.

Engage

Types of activities include:

- Strengthen Ties with Existing Organizations
- Outreach through Media
- Distribute Opinion Surveys
- Hold Focus Groups
- Host Events and Activities

In preservation, “the more the merrier” is an applicable rule of thumb. Greater public awareness and involvement aids in withstanding development pressures, resisting the latest fads in planning and design, and encouraging preservation as a common purpose. Since the HLB is a small body with a maximum of seven voting members, plus a student advisory position, city staff and a city council liaison, it is essential to enlist other individuals and groups to further the goal of protecting historic resources. Ideally, the HLB should direct preservation in Forest Grove with affiliated groups running their programs in concert.

Strengthening Ties

Friends of Historic Forest Grove (FHFG)

At the focus group session, there was a strong positive response to the idea of strengthening the relationship between the HLB and the Friends of Historic Forest Grove (FHFG). Forest Grove is a small town that shares participants among multiple groups. FHFG members have served on the HLB and vice versa. Creating a liaison/advisory position between the two groups would aid in coordinating the efforts of both. An HLB column in the FHFG newsletter would provide another bridge between the two groups.

Historic District Advocacy Group

There is interest in the community in creating a historic district advocacy group. This group would bring together individuals with a stake in existing historic districts and those interested in new historic districts. This group could help with the creation of a downtown historic district, as certain individuals can speak to the pros and cons to being an owner within a historic district. As a quasi-judicial body representing the City of Forest Grove, the HLB cannot be the initiator of this type of group; however, it can offer encouragement to those community members interested in establishing a historic district advocacy group.



Looking west on 21st Avenue from College Way around 1900, and from the same location in 2016.

If all parties are amenable, the historic district advocacy group could be a subcommittee of FHFG, providing another point of contact between the HLB and FHFG. A new advocacy group should add members to FHFG and would benefit from FHFG's existing membership. While the advocacy group will develop its own momentum and priorities, there are several activities that would be particularly helpful to the HLB. These include providing a body of volunteers for HLB activities, putting on their own events that support the HLB, and reaching out to property owners of listed resources. There is a particular desire for a group to serve as a "Welcome Wagon" for new people moving into the historic districts, providing them with information about the HLB and its Historic Preservation Renovation Grant, and perhaps even information about their newly acquired residence, thereby ensuring that communal knowledge will not be lost as properties are bought and sold.

Having a dedicated group of volunteers is not without its own challenges. Making sure they feel essential and valued is key, as is making sure they have the tools to accomplish their mission. Additional projects an advocacy group might work on include photo documentation projects (i.e., visual updates of the historic resources inventory), and creating a summer passport program for children and families. For an example of one of these, see <http://albanyvisitors.com/what-to-do/kids-summer-passport-program/>. This type of program also works well in conjunction with visitors' associations, downtown merchants, and library programs.

Visitor and Business Associations

Visitor associations can be the backbone of a historic preservation program. Not only do they help promote events, but their staff often has deep knowledge of community history, interests, and activities. The Forest Grove/Cornelius Chamber of Commerce should be kept in the loop about all HLB events and activities. The HLB should periodically check the Chamber's website <http://visitforestgrove.com/> to ensure they have current information regarding town history, all events applicable to the HLB's interests, and to see what types of events are popular. The HLB should also extend its reach to the Washington County Visitors Association (<http://tualatinvalley.org/>) and the Westside Cultural Alliance (<http://www.westsideculturalalliance.org/>), especially for event announcements.

The City Club of Forest Grove (<http://www.fgcityclub.com/>) parallels the Chamber of Commerce in its function as a business association, but with a focus on downtown merchants. The group has the potential to become a key partner in supporting a downtown historic district and has already shown interest in working together with the HLB.

Schools and Youth Groups

Engaging young people in historic preservation should be a high priority for HLB outreach. Catching people early can build life-long preservationists. A connection to Pacific University would be particularly desirable as the institution is key to Forest Grove's initial and continued success as a community. Pacific University departments and programs that are a natural fit to work with the HLB include the University Archives and the College of Art and Sciences, particularly programs in History, Art History, and Sustainability. Pacific also offers a Media Arts major, students of which could be helpful as the HLB begins to incorporate more multimedia resources into its programs. The HLB should also attempt to fill its Student Advisory position through Pacific University's Center for Civic Engagement. Having a student position leads to building up the student's preservation ethos and plugs the HLB into ideas and people of a younger generation.

The HLB should also aim for connections with youth groups such as the Boy and Girl Scouts of America as well as high school students. A high school junior or senior could make a great student advisory member of the HLB. Forest Grove High School has an innovative building construction program that includes the yearly construction of an actual house, the Viking House (<http://www.fghsvikinghouse.com/Pages/default.aspx>). Students in the program should be encouraged to attend the HLB's events concerning architectural or construction history to build student awareness of traditional construction technology.

City of Forest Grove Citizen Boards and Commissions

Cooperation with other Forest Grove citizen boards and commissions is essential for a healthy historic preservation program. The HLB's City Council Liaison provides a vital connection to the City's overall operation. On a more social level, the annual Boards & Commission Recognition Dinner provides an informal opportunity to network. Since historic preservation is an interdisciplinary endeavor, the missions of most of Forest Grove's other boards and commissions overlap with the concerns of the HLB. It would be beneficial to expand contacts outside of the HLB with rotating HLB members occasionally attending other meetings. With ten other commissions, that would mean slightly more than one additional meeting per HLB member per year. Alternately, a Student Advisory HLB member could be charged with attending other meetings and reporting back to the larger group. The ten other commissions and their relationship to the HLB are:

- The **Budget Committee** performs an essential function in apportioning funds to the HLB.
- The **Committee for Citizen Involvement** may aid in forming connections to the general public, thereby helping to fill vacant board member slots and highlighting the HLB's agenda at the Annual Town Meeting.
- The **Community Forestry Commission**, which seeks to "protect trees and their benefits," has a shared interest with the HLB since trees are a fundamental element within most historic districts.
- The **Economic Development Commission** will have an increasing connection with the HLB as the latter proceeds with a downtown historic district. This commission seeks to, "foster relationships between organizations such as the Chamber of Commerce and Pacific University and between the public and private sector..." which is also a concern of the HLB.
- The **Library Commission** has the potential to provide vital support for the HLB's education programs.
- **Parks and Recreation** has a vital role to play in preservation, particularly if the HLB becomes more involved with helping to preserve one of Forest Grove's most significant historic resources, the A.T. Smith House.
- The **Planning Commission** has the biggest overlap with the HLB, with both groups working to formulate plans for successful future growth.
- The **Public Arts Commission** seeks to, "enhance the cultural and aesthetic quality of life..." and after all, what is architecture if not public art?
- The **Public Safety Advisory Commission** may not seem like a natural fit with the HLB beyond a general concern for public safety. However, historic neighborhoods and vibrant downtowns are conducive to public safety in that they tend to be directed outward, toward their larger surroundings, with more awareness of what's going on.
- The **Sustainability Commission** is a natural fit with the HLB in that it is frequently said that, "the greenest building is the one that's already built."

Beyond Forest Grove

Of the myriad organizations that deal with historic preservation nationwide, the two that the HLB should focus on are Restore Oregon (<http://restoreoregon.org/>) and the Heritage division of Oregon Parks & Recreation (<https://www.oregon.gov/oprd/HCD/Pages/index.aspx>), which includes SHPO and the Oregon Main Street program. Both offer technical assistance and have a roster of speakers on a wide variety of topics.

Establishing an extended circle of connections need not be a daunting task, particularly if each HLB member focuses on one group of their choice. Furthermore, as the connections between groups strengthen, the HLB should be able to take less initiative and work more as a point of connection.

Public Education Programs

Few of the respondents of the community questionnaire had attended an HLB-sponsored educational event, though those living in historic houses indicated that they had interest in attending an event in the future. The questionnaire sought to determine which form of educational content would be most effective. Options suggested were: workshops, lectures, demonstrations, newsletters, and web videos. The results were inconclusive, with workshops emerging as a narrow favorite, closely followed by newsletters. Demonstrations and web videos tended to be viewed positively, while lectures received a lukewarm response.

Events

No event is guaranteed to be a success, but there are methods to increase the potential draw. Having a specific audience in mind is essential for both the planning as well as the promotion of events. Lectures and workshops should be partially dictated by the HLB's own interests and educational requirements. If the HLB is interested in a program, it is likely someone else will be as well and, if attendance is low, there will still be a benefit to the community in the form of a more informed HLB. Events should be varied. Forest Grove is a small community; therefore, repeat presentations are unlikely to attract new crowds. Collaborative events, such as HLB participation in the public safety open house, draw from multiple constituencies and result in increased attendance.

May is National Historic Preservation Month, and in Oregon this tends to be a fortuitous time of year to schedule outdoor educational programs such as walking tours, workshops, and/or neighborhood clean-ups. Partner activities, such as farmers' markets, are often available in May to serve as a net for casual participants. Coordinating several events spread throughout the month can serve as a mini-seminar for those interested in greater involvement. Planning multiple Preservation Month activities need not be overwhelming, particularly as the HLB forms stronger ties with groups such as FHFG, the Arts Commission, and the City Club of Forest Grove. Communities across Oregon participate in Preservation Month. For more ideas, simply google "Oregon preservation month events" and borrow the best ones.

Here is a list of potential topics for events and lectures during Preservation Month. These are suggestions and should be adjusted based on needs and available resources:

- **A. T. Smith House:** In addition to being a relevant and interesting topic, focusing on the A.T. Smith House will further strengthen the bond with FHFG. Tours of the house and talks about its construction history, preservation process, and future plans are the typical activities. Representatives from Restore Oregon travel to communities and present edu-

cational programs in informal settings, such as restaurants. These sessions, titled Preservation Pubs, cover a range of topics, including “*The End of the Trail for Oregon’s Pioneer Places?*” which addresses the difficulties faced by pioneer-era resources such as the A.T. Smith House. For the hands-on set, include a workshop/demonstration by Amy McAuley of Oculus Fine Carpentry. Oculus was responsible for the restoration of the A.T. Smith House’s windows and watching Amy work is an inspiration. For more on Oculus, see <http://oculuswindow.blogspot.com/>.

- **Historic Theaters:** This brings the focus downtown as the HLB builds support for a historic district. Restore Oregon is actively involved in an effort to restore historic theaters across the state and help them prosper as part of a larger Main Street revival effort. They have been involved with a comprehensive survey of theaters and are offering regional workshops through 2017. With two active downtown theaters, Forest Grove could be a prime participant. More information at <http://restoreoregon.org/historic-theaters-workshops/>. A theater-oriented Preservation Month may also provide an opportunity to involve the Pacific University Department of Media Arts.
- **Downtown:** There are enough topics here to fill a whole Preservation Year, let alone a Preservation Month. Bring in people from SHPO, Restore Oregon, or the Oregon Main Street Program to talk about successful downtowns and historic districts. Have walking tours of downtown that focus on “then and now.” Albany has an entertaining “Upstairs Downtown” open house that offers a different visual perspective from second stories rather than from ground level, while highlighting underused second story spaces. This is part of the Albany Central Revitalization Agency’s efforts to promote a livelier downtown and increase the income potential of buildings. As a result, Albany now has a whole host of downtown urbanites.
- **Heavy Hitters:** The HLB should explore partnering with a nearby community (e.g., Hillsboro) or business (e.g., the McMenamins Grand Lodge) to bring a speaker of national renown to town. A partnership will help to offset the cost of such a presentation, will draw from a larger population to shore-up attendance, and will help strengthen bonds with other groups. To inspire community revitalization efforts, few are more inspirational than Donovan Rypkema. Rypkema is the principal of PlaceEconomics, the United States’ premier consulting firm specializing in the economic revitalization of city centers. More on PlaceEconomics at <http://www.placeeconomics.com/>.
- **Forest Grove Sesquicentennial (2022):** Opportunities for partnerships abound, particularly with city departments, boards, and FHFG. Pacific University and churches should be singled out since they were so important in Forest Grove’s early development. Bring in Oregon State University Archivist Lawrence Landis to talk about listing an entire campus on the National Register of Historic Places and what effects this has had at OSU.
- **Transportation:** Why? So you can have a crowd-pleasing car show and photo exhibits featuring street cars, trains, automobiles, trucks, fire engines, and horses. The Rotary Club of Forest Grove puts on a *Concours D’Elegance* car show in July (<http://forestgroveconcours.org>). They may be amenable to participate in a preview in May, in exchange for promoting their event in July. *Cruis’n the Grove* (<http://fgscc.org/cruise-in-the-grove>), also in July, benefits the Forest Grove Senior and

Community Center and is another potential partner. Partner with the Sustainability Commission on a bike show and substitute walking tours with biking tours.

- **Modern Movement:** Highlight that uneasy moment when “outdated” becomes “historic.” Look at the post-WWII population and housing boom. Revisit things that have been lost because they were deemed to be old-fashioned and that are now missed. Find out if someone from DoCoMoMo (Documenting and Conserving the Modern Movement) Oregon is willing to give a presentation. More on DoCoMoMo Oregon at <http://www.docomomo-oregon.org/>.
- **Cultural Diversity:** Who are the non-Euro-Americans in Forest Grove history? How did they leave their mark on the town? Groups that may be interested in providing content include FHFG, Pacific University Department of Anthropology and the University Archives, and the Oregon Black Pioneers (<http://www.oregonblackpioneers.org/>). The Chemawa Indian School had its beginning in Forest Grove in 1880 and may be interested in examining their early history for their upcoming sesquicentennial in 2030.
- **Archaeology:** Work together with the Washington County Museum (<http://www.washingtoncountymuseum.org/home/>) to create an exhibit. Contact SHPO's Archaeological Services about a presentation. Focus on things that have disappeared such as pioneer cabins and streetcar lines. Revisit *Treasure Trove in the Grove* from the HLBs Winter 2011 newsletter.
- **Youth Involvement:** Emphasize pre-college-age kids. Work together with FHFG and Pacific University Archives to have a photo exhibit featuring young people in Forest Grove's History. Collaborate with High, Middle and Grade School social science teachers to create additional programming. Have a look at the Idaho Architecture Project (<http://www.preservationidaho.org/education/idaho-architecture-project>) for inspiration.

Getting the Message Out

The 2015 community survey indicated that few people are aware the HLB's newsletter or even how to obtain it. Conversations with the HLB indicated that producing a newsletter is not a top priority; therefore, the HLB should explore other avenues to promote its programs and activities.

One avenue may be to have a column in the FHFG newsletter. The advantage of this is that the HLB's message would automatically reach an audience with an interest in history. The disadvantage is that the HLB would have less control over the timing and would have less space to work with. The HLB also has a responsibility to distribute information to the public for free. At a minimum, the column's content should be made available electronically via the HLB website, as with the past issues of the HLB newsletter.

Classic media outlets in the Forest Grove area include the *Forest Grove News-Times*, the *Forest Grove Leader*, and the *Hillsboro Argus*. Pacific University outlets such as the *Pacific Index* and *Boxer Radio* should not be ignored as the HLB forms more ties to the University. Promotion for events that have the potential to attract out-of-town visitors should be extended to *The Oregonian* and to free papers such as the *Willamette Week* and *Portland Tribune*. Consider calendar listings when full news coverage or contributed content is not an option.

Moving into statewide and digitally-oriented media, Oregon Heritage, a division of Oregon Parks and Recreation, offers a blog for major events and success stories. Four electronic newsletters (i.e., listservs) cover more general news and announcements for general heritage news, for preservation news, for preservation commissions, and for historic cemeteries. To sign up for any or all of these, go to <https://www.oregon.gov/OPRD/HCD/pages/connect.aspx>.

Social media outlets are playing an increasing role in heritage preservation organizations. As yet, there does not seem to be a favored application, but experimentation with various platforms to see which one gains favor with both content creators as well as intended audience is encouraged. For example, the City of Salem Historic Landmarks Commission (<http://www.cityofsalem.net/Residents/SalemHeritagePortal/Pages/default.aspx>) has accounts on Facebook, Twitter, Pinterest, a WordPress Blog, and offers a subscription to a digital newsletter. The community questionnaire and focus group both indicated that there is interest in web videos. The easy option is to provide links to existing content. Creating new content is more complex and dependent on HLB initiative or a connection to a web savvy college or high school student.

While it may seem like a blog is a lot of effort, it is less effort than a newsletter, easier to update than a website, and more flexible than Facebook or Twitter in terms of post size. Blogs on WordPress (<https://wordpress.com/>) are free, come with pre-designed layouts, and require no coding. While regular updates are great, they are not necessary - just post when there is something to report or promote. Anyone, anywhere can sign-up with one click and an e-mail address and receive notification of news whenever it happens. If six HLB members take a picture of their favorite building in Forest Grove, that is already a half-year of monthly updates. Add posts about the year's Historic Preservation Renovation Grant recipients, one about the Eric Stewart Award, one announcing a new round of Historic Preservation Renovation Grants, promote three of FHFG's events with a photo, and one year of monthly blog posts is done.

Other Avenues

In the course of creating this preservation plan, several additional good ideas for public outreach and events percolated to the surface:

- Two-person teams from the HLB could give presentations to outside groups. The topics should be based on the HLB members existing knowledge or newly acquired knowledge from their educational pursuits.
- Target realtors, contractors, and their professional organizations for workshops and presentations.
- Sponsor a clean-up day at a local house museum, park, or along a main thoroughfare. Partner with SOLVE (<http://solveoregon.org/>), a statewide non-profit dedicated to, "clean, restore, educate and involve our community through volunteerism."
- Organize and conduct a time capsule workshop.
- Organize and present a class on how to draw historic buildings taught by a local artist.
- Hold a historic block party for National Night Out (<https://natw.org/about>) in August.
- Hold more focus groups to brainstorm events, projects, ascertain needs, etc.

Refine

Types of activities include:

- Provide Education and Training for HLB
- Update Website
- Update Historic Preservation Renovation Grant Application
- Explore Further Code Adjustments or Updates

HLB Member Recruitment and Training

The annual recruitment of new board members via FYI Forest Grove (a monthly utility bill insert) has yielded success. The HLB should make the Committee for Citizen Involvement aware of vacancies on the board. Events sponsored by the HLB should include a pitch for participants. Particularly desirable recruits include members of the downtown business community and real estate professionals.

Training board members on the duties of all positions and the Historic Design Standards and Guidelines is key to having an effective HLB. For a volunteer board, this step is often rudimentary and on the job. More advanced training and ensuring that it is done fully needs to be performed as a core task by the leaders of the board and the city liaison. Long-time board members mentoring new board members is a good step towards training and integrating new members. In-house training by the city's legal counsel should be mandatory and should occur at least every other year, especially if there are new HLB members. The training could consist of an hour or two of presentation coupled with a mock review. There are several mock reviews on the SHPO website (https://www.oregon.gov/oprd/HCD/SHPO/pages/clg_tools.aspx). Having legal counsel attend a meeting or two a year to see if there is room for improvement in procedure is strongly recommended.

For volunteer board members, the opportunity to attend conferences is a good perk when a city can help offset costs. If city funds are not available for conference attendance, Oregon Heritage offers the Elisabeth Walton Potter Oregon Heritage Preservation Scholarship to provide financial assistance for Oregon residents to attend a preservation-related conference anywhere in the United States. Offered twice a year, applications can be found at: <https://www.oregon.gov/oprd/HCD/FINASST/Pages/Scholarships.aspx>.

Oregon's CLGs gather for a day-long meeting once a year and invite all HLB members and liaisons to attend. This meeting has presentations about activities of various historic preservation programs around the state. It gives a good opportunity for HLB members to see what other preservation programs are doing.

The Oregon Heritage Conference is offered every two years and is attended by many involved in historic preservation programs. This is usually a two- or three-day event, but attendees can sign up for relevant portions of the conference to fit their schedules. Forest Grove could be an ideal location to host an Oregon Heritage Conference. More at: <http://www.oregon.gov/oprd/HCD/OHC/pages/conference.aspx>

For more senior members of the HLB, attending the National Alliance of Preservation Commissions Conference is an excellent growth experience. Seeing what other HLBs are doing around the country is an eye-opening and rejuvenating experience. The conference is called FORUM

(<https://napcommissions.org/forum/>) and meets every two years during even-numbered years. Attendees can then report back to the rest of the HLB regarding what they learned.

The Oregon Main Street and the National Main Street Programs have annual conferences. The Oregon conference is free for communities participating in the Oregon Main Street Network. For information on the Oregon conference, see

<https://www.oregon.gov/oprd/HCD/SHPO/pages/mainstreet.aspx>.

For information on the national conference, see <http://www.preservationnation.org/main-street/training/conference/#.V5flmLqrKhc>.

The annual National Trust Conference (pastforwardconference.org) is a great place to get inspired. Not only does this meeting offer upwards of 200 hours of programming, it also offers behind the scenes looks at preservation efforts in some of the nation's most dynamic cities.

Website

The Historic Landmarks Board's webpages will become more and more vital as time passes. Since the pages are within the overarching City of Forest Grove website, there are both advantages and disadvantages in maintaining the pages. One plus is that there is dedicated staff to maintain the website; however, their time is split amongst all departments. Another plus is that there is a standard template for pages within the website; however, not all information fits well within the template. Regardless of the pros and cons, the webpages for the HLB should be kept current as possible. Meeting minutes and agendas should be posted regularly. Board member information should be kept current. Overall, the Forest Grove HLB's webpages are better than most Oregon towns' historic preservation websites in terms of depth of content and in being up-to-date. Consider the following suggestions:

- The "Community History" stops rather abruptly with one sentence about the 1950s. A future historic context statement with more post-WWII history could easily fix that.
- The "Historic District Design Guidelines" are tricky to find within the greater Community Development page. Perhaps they could be repeated on the "Landmark Ordinance" page.
- In "Related Links," Restore Oregon (<http://restoreoregon.org/>) should be added to the Groups, and their brand new and free Preservation Toolkit (<http://restoreoregon.org/preservation-toolkit/>) should be highlighted.
- In "Related Links," the Pacific University Archives (<http://www.pacificu.edu/libraries/archives>) should be added.
- The application for landmarking a property in Forest Grove should be included on the website.
- Describe what design review is, who needs to go through it, and why it is important.

Historic Preservation Renovation Grant Application

Forest Grove's Historic Preservation Renovation Grant has been a successful and generous program that awarded over \$150,000 to homeowners between 1997 and 2015. Because the grant is funded through the City of Forest Grove, rather than through the State Historic Preservation Office, the HLB has unique flexibility in determining what types of projects are eligible. Forest Grove's grant support for painting, roofing, and gutters is uncommon as these types of projects are typically seen as "general maintenance" (and are therefore not funded) rather than as key factors in a building's survival.

Despite the grant's past success, in recent years, there has been difficulty in allocating all the funds, sometimes because of fewer applicants and sometimes because of smaller requests for assistance. While the trend is troubling, there is at least one bright side: no applicants have been frustrated by being turned down because the grant funds were exhausted. The problem is also not uncommon: Albany, Oregon indefinitely suspended its grant program in 2016, partially due to a persistent shortage of applications and project completion failures.

It is unclear why all the available grant funds have not been allocated. Possible causes include a lack of awareness that the grant is available, too little reward for too much bother, confusion about the application process, and too small of an eligible constituency. However, it should be noted that the City of Forest Grove annually notifies all owners of landmarked properties that they are a landmark and includes information about the grant with the notification. Also, the City Preservation Officer has been repeatedly lauded for his ability to assist property owners with answers to any questions they might have. In the long term, more information needs to be collected about why people are not applying for the grant. This could include a questionnaire specifically targeted at owners of landmarked properties and exit surveys for those who have gone through the grant process. Determining the cause for a lack of applications is crucial to developing an efficient, targeted solution. Even though the Historic Preservation Renovation Grant is a powerful perk of historic homeownership, some adaptations may prove helpful:

- In terms of expanded awareness for the program, the annual notification of Landmark Status should include a map that outlines the three historic districts; so community members can know which neighbors and friends may be eligible for the grant as well. If possible, the annual mailing should be expanded to include local realtors and contractors so they can notify clients looking to buy a house or embarking on construction projects about the potential availability of funding. A list of realtors and contractors can be developed in conjunction with the Chamber of Commerce. Finally, a historic district advocacy group (see Goal: Engage) could also promote the grant program through individual contact and events.
- The focus group held in 2016 found that the Historic Preservation Renovation Grant Application needs an update to improve usability. The first page is too wordy and needs to be made less intimidating. In fact, moving the first page to the back and then adding a cover page as an overview would be an improvement. There also needs to be a sample application for applicants to follow. The HLB could also schedule an annual grant application workshop or set aside one of its regular sessions for one-on-one assistance with grant applicants. If warranted by additional study, the HLB may wish to explore creating a video that will be available online that details some of the ins and outs of eligibility for the Historic Preservation Renovation Grant and how to apply for it. As part of the form update, the HLB should consider renaming the grant. The term "renovation" encompasses some practices that are not compatible with historic preservation, such as window replacement. Simply calling it the "Historic Preservation Grant" would be more descriptive and direct.
- It may be possible to award remaining funds retroactively. For this to work, there needs to be a grant application deadline rather than rolling applications throughout the fiscal year. This deadline should be at least one month, and preferably two, ahead of the new grant cycle to have a fix on the remaining funding. The grant application should have language to the effect that the grant amount may increase up to a certain percentage of the project cost if funds remain available. If further study reveals that people do not apply for the grant because they do most of the work on their house themselves, it may be useful to add a "sweat

equity” clause to the application. With this, homeowners could use the carefully recorded hours they spend working on their house at the going minimum wage rate as a match for the grant, which would go toward materials expenses only.

- There are currently 268 buildings in Forest Grove eligible for the Historic Preservation Renovation Grant. To increase grant applicants, the pool of eligible properties should be increased. Creating a downtown historic district (see Goal: Protect) would add a significant number of properties to the roster (even if several downtown buildings are already local landmarks). Furthermore, these buildings tend to be larger, which translates into grants of larger amounts or multiple grants over a period of time. In the long term, post-WWII residences will also become part of the grant-eligible pool. A historic context statement and historic resource survey should aid in clarifying criteria for listing these modern buildings as landmarks.

Code Revisions

As the Historic Design Standards and Guidelines have been recently adopted, no immediate revisions are recommended. The Guidelines were adopted in 2015 to protect and preserve the historic districts while still allowing for appropriate alterations and development. This line between preservation and development is a difficult line to walk; so the Guidelines are flexible enough to balance both sides with interpretation through the HLB and the City Preservation Officer.

After several years in place, the City Preservation Officer will have likely noted possible additions and changes to the Historic Design Standards and Guidelines. Re-examination would consist of editing and possible additions based on newly discovered needs. Potential additions include a demolition denial ordinance, a demolition by neglect ordinance, a deconstruction vs. demolition ordinance, and the adoption of the International Existing Building Code (IEBC).

At present, the HLB can issue a demolition delay for 180 days that can be appealed to the City Council. This could be expanded to outright demolition denial for landmarks (local as well as national) to increase the measure of protection for historic properties. Having a demolition by neglect ordinance in conjunction with demolition denial makes sense. Demolition denials may be overturned by a city council if the denial is found to be an undue financial hardship for the property owner or if the property is found to be a hazard to the public. In theory, an owner could simply wait for his property to become a hazard before applying for a demolition permit. Demolition by neglect ordinances forestall this gambit by holding owners to a standard of maintenance.

Deconstruction vs. demolition ordinances are part of a new wave of regulations that are primarily aimed at environmental sustainability. While demolition is less expensive in the short term, deconstruction keeps materials out of landfills, makes materials available for reuse, and is often beneficial to local economies because it is more labor intensive than demolition, meaning more local employment. Because deconstruction is more expensive, requiring it can serve as a disincentive for demolition and as an incentive for reuse of an existing building. Furthermore, deconstruction can serve to supply rare building parts for other historic buildings. In a community setting, this can be particularly helpful if the salvaged elements remain in the locality. For example, in Galveston, Texas, the Architectural Salvage Warehouse is operated by the Galveston Historical Foundation (GHF), with no sales to people outside the community and with profits recycled into the GHF. On the local level, in Portland, a deconstruction ordinance is slated to go into effect in October 2016.

The International Existing Building Code (IEBC) is intended to provide alternative approaches to remodeling, repair, or alteration of existing buildings. A large number of existing buildings and structures do not comply with current building codes for new construction. Although many of these buildings are useable, rehabilitation is often cost prohibitive because compliance with all the requirements for new construction could require extensive changes that go well beyond the value of the building or the original scope of rehabilitation. At the same time, it is necessary to regulate construction in existing buildings that undergo additions, alterations, renovations, extensive repairs, or change of occupancy. Such activity represents an opportunity to ensure that new construction complies with the current building codes and that existing conditions are maintained, at a minimum, to their current level of compliance, or are improved as required to meet basic safety levels. To accomplish this objective, and to make the rehabilitation process easier, the IEBC allows for options for controlled departure from full compliance with the *International Codes* dealing with new construction, while maintaining basic levels for fire prevention, structural, and life safety features of the rehabilitated building. (Paraphrased from the 2012 *International Existing Building Code*, available online at <https://law.resource.org/pub/us/code/ibr/icc.iebc.2012.pdf>).

Forest Grove's existing Historic Design Standards and Guidelines appear to be solid. The content under the two tracks is detailed and straightforward. However, the following edits and suggestions could be addressed in a future revision or in instructional materials (e.g., a brochure):

- For readability and ease of understanding, the difference between Track 1 and Track 2 at the start of Section 5 needs to be reiterated. Someone flipping directly into the guidelines (which is a majority of readers) will likely be frustrated when they see Track 2 and Track 1 as column headings throughout the document. The tracks being “reversed” only emphasizes the need to clarify.
- “Contributing” and “Non-contributing” needs to be defined at the start of the document within the Definitions section.
- The History of Building Types in Forest Grove section could be removed with no detriment to the guidelines.
- Each example photo needs to be clearly labeled as “Appropriate” or “Inappropriate” at the beginning of each caption.
- With the two-column approach flowing into the example photographs, it is not easy to discern whether the photos belong within Track 2 or Track 1.
- More examples from the community should be gathered to illustrate what is “appropriate” and “inappropriate.” Photos should hone in on the topic being represented.

Encourage

Types of activities include:

- Promote Incentive Programs
- Provide Support for Property Owners
- Present Awards

Economic Incentives

Forest Grove's Historic Preservation Renovation Grant (see Goal: Refine) is the leading economic incentive for the town's historic property owners in that it is local and relatively easy to obtain. Some jurisdictions also offer reduced building permit fees in exchange for compliance with historic commission recommendations. There are a number of additional statewide and national economic incentive programs, but most require some effort and follow strict guidelines.

Resistance to a downtown historic district and the level of government control it may imply can be offset by emphasizing the economic incentives that may become available as a result of listing. Downtown property owners would become eligible for existing incentives such as:

- HLB's Historic Preservation Renovation Grant
- SHPO's Special Assessment
- SHPO's Diamonds in the Rough Program
- SHPO's Preserving Oregon Grant
- Federal Tax Credit Program

Funding that may be available to downtown properties, even without historic designation:

- Low-interest bank loans
- Urban renewal funds
- Main Street Program funds
- Travel Oregon grants

With SHPO's **Special Assessment** of Historic Property Program, the real market value (RMV) of a property is specially assessed at the time it is admitted into the program, and will not increase over the ten-year term of the assessment for a maximum of two, ten-year terms. The program is designed to prevent a punitive impact from an increased tax value due to work designed to preserve a structure. It is most helpful to apply for the program at the beginning of restoration when a property's value is presumably at its lowest. Requirements for the program include National Register listing (either individually or as part of a district), the preparation of a preservation plan that details the work to be done over the ten-year period, and an application fee equal to 0.001% of the subject building's assessed value. More information on Special Assessment is available at

https://www.oregon.gov/oprd/HCD/SHPO/Pages/tax_assessment.aspx.

The **Diamonds in the Rough** Grant Program offered by the Oregon SHPO is designed to restore or reconstruct facades that have been heavily altered. Applications for buildings that would not be eligible for the National Register due to alterations are particularly encouraged if the proposed work makes them eligible for designation. Grants up to \$20,000 per project may be awarded. Buildings located in Certified Local Government communities, designated Main

Street areas, and National Register historic districts are given priority. More information at <https://www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx>.

SHPO's **Preserving Oregon** Grant is a matching grant for rehabilitation work that supports the preservation of resources that are listed on the National Register. Grant funds may be awarded for amounts up to \$20,000 per project. Higher priority is given to publicly owned and non-profit entities. More information at:

<https://www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx>.

The **Federal Tax Credit** Program is for income-producing buildings (commercial as well as residential rental). It saves the property owner 20% of the cost of rehabilitation through a federal income tax credit. The program is administered through the Oregon SHPO in conjunction with the National Park Service (NPS) and the Internal Revenue Service (IRS). More information at:

https://www.oregon.gov/oprd/HCD/SHPO/Pages/FED_TAXCREDIT_NEW.aspx.



Looking at the south side of Pacific Avenue near its intersection with Main Street.

In 2008, the City of Astoria, Oregon had an innovative program for low-interest loans for commercial facade renovations in conjunction with the Bank of Astoria. This program has lapsed, subsumed by the financial crisis of 2008-09, bank mergers, and the emergence of urban renewal district loan programs. However, it may be worth contacting local banks to see if a low-interest loan program can be developed for owners of Forest Grove's historic properties. At least one regional institution, Craft3 (formerly ShoreBank Enterprise Cascadia), a nonprofit Community Development Financial Institution (CDFI) has been focused on providing loans for businesses, non-profits and individuals, including those without access to traditional financing. More information on Craft3 is available at <https://www.craft3.org/About/Mission>. A particularly interesting report, *Embedding with Change Agents: Craft 3's Experience in Astoria, Oregon*, can be found at <https://www.craft3.org/docs/default-source/case-studies/embedding-with-change-agents-2012.pdf?sfvrsn=4>.

Many communities with urban renewal districts have been able to establish building improvement revolving loan funds. Forest Grove has an Urban Renewal Agency and there are indications that low-interest loans and grants are, or will be available, but details are unclear. A straight-forward example of a revolving loan fund in a small community can be found in Silverton, Oregon. Here, the Silverton Urban Renewal Agency makes an annual amount of \$150,000 available for loans up to \$25,000. The duration for the loan is up to five years, with interest rates ranging from 0% to 2.5%. The nominal interest collected is primarily used for program administration. This type of revolving loan fund is available to all structures within an urban renewal district, whether they are deemed to be historically significant or not. More on Silverton's Building Improvements Revolving Loan Fund & Small Grant Program can be found at <http://or-silverton.civicplus.com/DocumentCenter/Home/View/741>. Depending on how Forest Grove's Urban Renewal District develops and potentially overlaps with a downtown historic district, close cooperation between the HLB and Urban Renewal will be beneficial.

Oregon's Main Street Program, run out of the Heritage Programs area of State Parks, offers a wide range of financial assistance and incentive programs. In 2007, Governor Kulongoski included funding to re-establish this nationally known program in Oregon. The Oregon Main Street program is a statewide commercial district revitalization program administered by the Oregon Economic and Community Development Department. In partnership with the National Trust Main Street Center, this program is designed to assist communities with maintaining viable commercial districts. The underlying premise of the Main Street Program is to encourage economic development within the context of historic preservation in ways appropriate for today's marketplace. For more on the Main Street Program's activities as well as its most-recent annual report (2015), see <https://www.oregon.gov/oprd/HCD/SHPO/pages/mainstreet.aspx>.

Travel Oregon has a biennial matching grants program available for communities, visitor associations, and tourism-related organizations. Grants range from \$2,500-\$100,000 for projects that support Travel Oregon's mission of, "a better life for Oregonians through strong, sustainable local economies." For more, see <http://industry.traveloregon.com/industry-resources/matching-grants-program/oregon-tourism-commission-matching-grants-program/>.

Awards

The principal way that CLGs reward good preservation behavior is through awards. Awards are an inexpensive method of rewarding individuals when compared to monetary incentives and regulation. Since 1996, the HLB has been presenting the annual Eric Stewart Award to recognize local supporters of the Historic Preservation Program. The HLB should consider expanding their annual awards program to include preservation projects of high merit.



The Isaac Macrum House (1888) with current owners Valerie and Allen Warren. They received the Eric Stewart Award in 2016 for their exemplary stewardship of the house. (Left photo by Neil Poulsen; right photo by Larissa Whalen Garfias)

Implementation Plan

The Implementation Plan takes the various activities planned to achieve HLB goals and applies them to a calendar. To determine which projects and tasks were important to the community, a questionnaire was distributed in 2015 (see Appendix B). The questionnaire responses were analyzed (see Appendix C), and then a focus group was held in 2016. Using these two inputs, along with the knowledge of the HLB, city staff, and Historic Preservation Northwest, an Implementation Plan for the activities was created. In the table below, each year is divided into three columns corresponding to large-scale projects, smaller-scale projects, and ongoing activities. Events and suggestions listed should be adjusted based on immediate needs or available resources.

Large-Scale Projects	Smaller-Scale Projects	Ongoing Activities
2017		
□ Apply for CLG Grant for a resurvey of the Original Town Plat. □ Review last survey of Original Town Plat. □ Review boundaries and adjust if needed. □ Write the Request for Proposals (RFP). □ Interview and select consultants to perform the historic resource survey. □ Begin outreach to downtown property owners and merchants (survey notification).	□ Investigate additional funding opportunities. □ Revise the Historic Preservation Renovation Grant form. □ Develop an exit survey for people going through design review or applying for a Historic Preservation Renovation Grant. □ Develop a consistent outreach outlet, be it newsletter, column in FHFG newsletter or blog. □ Explore reciprocal advisor/liaison position with FHFG Board.	□ Legal training with City Attorney (alternating years henceforth). □ HLB training with mock design review (alternating years henceforth). □ Board cross-training to learn officer roles. □ Preservation Month (suggestion: Historic Theater Workshop with Restore Oregon). □ Send an HLB member to a conference (suggestion: Oregon CLG Meeting).

Large-Scale Projects	Smaller-Scale Projects	Ongoing Activities
2018		
❑ Perform historic resource survey. ❑ Review and complete historic resource survey. ❑ Investigate participation in Main Street program in conjunction with Chamber of Commerce, City Club, Planning Commission and City Council.	❑ Develop a questionnaire focused on a potential downtown historic district. ❑ Hold a focus group based on questionnaire results. ❑ Fill HLB Student Advisory Position from Pacific University or High School.	❑ Page-by-page review of website for updates (alternating years henceforth). ❑ Board cross-training to learn officer roles. ❑ Preservation Month (suggestion: A.T. Smith House/Preserving the Pioneer Era). ❑ Send an HLB member to a conference (suggestion: Oregon Main Street Conference).
2019		
❑ Apply for CLG Grant for a downtown historic district nomination. ❑ Set physical and temporal boundaries. ❑ Select consultants to write the nomination. ❑ Write the RFP. ❑ Interview and select consultants. ❑ Research downtown historic district design guidelines.	❑ Write downtown walking tour brochure. ❑ Presentation about downtown buildings based on historic resource survey results. ❑ Researching historic buildings workshop.	❑ Legal training with City Attorney. ❑ HLB training with mock design review. ❑ Board cross-training to learn officer roles. ❑ Preservation Month (suggestion: Main Street theme with Restore Oregon). ❑ Send an HLB member to a conference (suggestion: Oregon Heritage Conference).
2020		
❑ Prepare and submit the downtown historic district nomination. ❑ Develop and adopt downtown historic district design guidelines.	❑ Review and update older historic district brochures.	❑ Page-by-page review of website for updates. ❑ Board cross-training to learn officer roles. ❑ Preservation Month (suggestion: Donovan Rypkema presentation). ❑ Send an HLB member to a conference (suggestion: National Alliance of Preservation Commissions Conference).

Large-Scale Projects	Smaller-Scale Projects	Ongoing Activities
2021		
□ Apply for CLG Grant for a post-WWII historic context statement and selective RLS. □ Identify general areas for selective RLS. □ Write the RFP. □ Interview and select consultants to write the context. □ Begin outreach to property owners in post-WWII neighborhoods (survey notification).	□ Research: International Existing Building Code, deconstruction ordinance, demolition by neglect ordinance, demolition denial ordinance. □ Develop proposal(s) to adopt the previous into City Code. □ Prepare for Forest Grove Sesquicentennial. □ Explore additional funding opportunities in conjunction with the Sesquicentennial (Travel Oregon).	□ Legal training with City Attorney. □ HLB training with mock design review. □ Board cross-training to learn officer roles. □ Preservation Month (suggestion: Post-WWII Architecture, Modernism) □ Send an HLB member to a conference (suggestion: Oregon CLG Meeting).
2022		
□ Prepare and submit the post-WWII historic context and selective RLS. □ Forest Grove Sesquicentennial.	□ Explore upgrading Main Street level to “Transforming Downtown,” or “Performing Main Street.”	□ Page-by-page review of website for updates. □ Board cross-training to learn officer roles. □ Preservation Month (suggestion: Sesquicentennial/Church & University). □ Send an HLB member to a conference (suggestion: Oregon Main Street Conference).
2023		
□ Review results of context and RLS to determine post-WWII historic district potential. □ Prepare amendments to Historic Design Standards and Guidelines.	□ Upload post-WWII context to web and social media. □ Presentations on post-WWII architecture	□ Legal training with City Attorney. □ HLB training with mock design review. □ Board cross-training to learn officer roles. □ Preservation Month (suggestion: Transportation) □ Send an HLB member to a conference (suggestion: National Trust Conference).

Large-Scale Projects	Smaller-Scale Projects	Ongoing Activities
2024		
□ Adopt amendments to Historic Design Standards and Guidelines to include post-WWII.	□ Brochures and web update for post-WWII resources. □ Start media campaign for post-WWII historic district, if warranted. □ If there is no post-WWII historic district, promote benefits of local landmark status.	□ Page-by-page review of website for updates. □ Board cross-training to learn officer roles. □ Preservation Month (suggestion: Cultural Diversity). □ Send an HLB member to a conference (suggestion: National Alliance of Preservation Commissions Conference).
2025		
□ Apply for CLG Grant for post-WWII National Register district(s), if warranted or: □ Prepare for selective intensive level survey (ILS) for same. □ Set boundaries. □ Write the Request for Proposals (RFP). □ Interview and select consultants to write the nomination(s).	□ If there is no post-WWII historic district, prepare to locally landmark the best of the best.	□ Legal training with City Attorney. □ HLB training with mock design review. □ Board cross-training to learn officer roles. □ Preservation Month (suggestion: Archaeology)
2026		
□ Prepare and submit the post-WWII National Register district, if warranted. □ Review 2017-2026 Plan. □ Finish projects from 2017-2026 Plan.	□ Start media campaign for new ten-year plan.	□ Page-by-page review of website for updates. □ Board cross-training to learn officer roles. □ Preservation Month (suggestion: Youth Involvement). □ Send an HLB member to a conference.

Tying the Implementation Plan Back to the Goals

The following table summarizes the activities for the next ten years, tying each activity to the need addressed, the relevant goal(s), and the most likely funding source(s) for the activity:

Year	Activity	Need Addressed	Goal	Funding
2017				
	Prepare for re-survey of the Original Town Plat	22-year-long desire of HLB to create a downtown historic district	Protect	CLG Grant
	Begin outreach to downtown property owners & merchants	22-year-long desire of HLB to create a downtown historic district	Engage / Encourage	City
	Investigate additional funding opportunities	More funding beyond CLG and City is needed to further goals through activities	Encourage	None
	Update Historic Preservation Renovation Grant program	Focus group identified potential improvements to program and form	Encourage / Refine	City
	Develop a consistent outreach outlet	Need evident from questionnaire and focus group	Engage / Refine	None
	Strengthen ties with FHFG	Encourage collaboration is a goal and HLB identified FHFG as most beneficial	Engage	None
	HLB training, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City
2018				
	Re-survey Original Town Plat	22-year-long desire of HLB to create a downtown historic district	Protect	CLG Grant
	Work with City to join Main Street Program	Questionnaire results showed desire for Main Street	Protect / Encourage	City
	Questionnaire and focus group about downtown district	22-year-long desire of HLB to create a downtown historic district	Engage	City
	Fill HLB Student Advisory Position	Focus group suggestion	Engage / Refine	None
	Website review, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City

Year	Activity	Need Addressed	Goal	Funding
2019				
	Prepare for downtown historic district nomination	22-year-long desire of HLB to create a downtown historic district	Protect	CLG Grant
	Prepare Downtown Design Standards and Guidelines	22-year-long desire of HLB to create a downtown historic district	Protect / Refine	CLG Grant
	Write downtown walking tour brochure	Promote and celebrate historic preservation is an HLB goal	Engage	CLG Grant
	Presentation about downtown buildings	22-year-long desire of HLB to create a downtown historic district	Engage	City
	Researching historic buildings workshop	Engaging the public through education is a key goal	Engage	City
	HLB training, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City
2020				
	Prepare and submit downtown historic district nomination	22-year-long desire of HLB to create a downtown historic district	Protect	CLG Grant
	Adopt Downtown Design Standards and Guidelines	HLB goal to ensure regulations are current and relevant	Protect / Refine	None
	Review and update older historic district brochures	Furthering goal of interpreting historic assets for residents and visitors	Engage	City
	Website review, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City
2021				
	Prepare for post-WWII historic context statement	HLB mission to create historic districts	Protect	CLG Grant
	Explore potential code amendments (e.g., white papers)	HLB goal to ensure regulations are current and relevant	Protect / Refine	City
	Prepare for Forest Grove Sesquicentennial	A significant, one-time educational opportunity identified by the HLB	Engage	None

Year	Activity	Need Addressed	Goal	Funding
2021				
	Explore additional funding for Sesquicentennial (e.g., Travel Oregon)	More funding beyond CLG and City is needed for this singular opportunity	Engage / Encourage	None
	HLB training, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City
2022				
	Prepare and submit post-WWII historic context statement	HLB goal to recognize and protect resources from the post-World War II era	Protect	CLG Grant
	Forest Grove Sesquicentennial	A significant, one-time educational opportunity identified by the HLB	Engage	CLG Grant
	Explore upgrading Main Street Network status	Further the Main Street goal of resource protection	Protect / Encourage	City
	Website review, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City
2023				
	Review results of post-WWII historic context to determine next steps	HLB goal to recognize and protect resources from the post-World War II era	Protect	City
	Prepare amendments to Historic Design Standards and Guidelines to include post-WWII resources	HLB goal to ensure regulations are current and relevant	Protect / Refine	City
	Upload post-WWII historic context to web and social media	Furthering goal of interpreting historic assets for residents and visitors	Refine	City
	HLB training, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City

Year	Activity	Need Addressed	Goal	Funding
2024				
	Adopt amendments to Historic Design Standards and Guidelines to include post-WWII resources	HLB goal to ensure regulations are current and relevant	Protect / Refine	City
	Brochures and web update for post-WWII resources	HLB goal to recognize and protect resources from the post-World War II era	Engage / Refine	City / CLG Program
	Start media campaign for post-WWII historic district, if warranted	HLB goal to recognize and protect resources from the post-World War II era	Protect / Engage	City
	If there is no post-WWII historic district, promote benefits of local landmarks	HLB goal to recognize and protect resources from the post-World War II era	Protect / Encourage	None
	Website review, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City
2025				
	Prepare for post-WWII Historic District Nomination or selective ILS	HLB goal to recognize and protect resources from the post-World War II era	Protect	CLG Grant
	Walking tour brochure for post-WWII era	Furthering goal of interpreting historic assets for residents and visitors	Engage	CLG Grant
	Encourage eligible properties to become local landmarks	HLB goal to recognize and protect resources	Protect / Encourage	None
	HLB training, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City

Year	Activity	Need Addressed	Goal	Funding
2026				
	Prepare and submit post-WWII historic district nomination or ILS	HLB goal to recognize and protect resources from the post-World War II era	Protect	CLG Grant
	Review 2017-2026 Preservation Plan	Planning is necessary in pursuing the HLB goals	Refine	None
	Finish projects from 2017-2026 Preservation Plan	Planning is necessary in pursuing the HLB goals	Refine	None
	Start media campaign for the next ten-year Preservation Plan	Providing complete and accurate information is a goal of the HLB	Refine	None
	Update web and social media with post-WWII historic district, if needed	Furthering goal of interpreting historic assets for residents and visitors	Refine	City
	Website review, officer cross-training, conference attendance	Requirement to maintain CLG status	Refine	City / CLG Program
	Preservation Month activities	Promote and celebrate historic preservation is an HLB goal	Engage	City

Appendix A: Background

In August 2015, the City of Forest Grove and its Historic Landmarks Board (HLB) issued a Request for Proposal (RFP) to draft a Historic Preservation Plan. The proposed scope of work indicated that the project would:

- Examine the existing Historic Preservation Program in Forest Grove.
- Assess which aspects of it worked and which did not.
- Determine what the program should include.
- Help the HLB identify and establish priorities.

The desired result would be a long-range plan to manage and protect Forest Grove's cultural heritage while facilitating community-wide collaboration and economic stability. The Preservation Plan would include short- and long-range goals and priorities; identify possible partners to broaden community participation and support; and establish strategies for plan implementation.

The submitted proposals were reviewed and selected applicants were interviewed by a committee consisting of James Reitz, Senior Planner for the City of Forest Grove; Holly Tsur, the Chair of the HLB; Jon Holan, the Community Development Director; and Dan Riordan, also a Senior Planner for the City of Forest Grove. Bernadette Niederer and David Pinyerd of Historic Preservation Northwest were selected to prepare the Preservation Plan.

The consultants met with the HLB and city staff at their November 2015 meeting to establish the board's and staff's concerns regarding the existing preservation program. Based on some of the issues raised, a survey questionnaire was quickly developed that was mailed to Forest Grove residents via their December 2015 utility bill. Collected responses were analyzed and expanded upon at a focus group meeting in February 2016.

Summary of Findings

Based on input from city staff, the HLB, the survey questionnaire, and the focus group, it appears that Forest Grove's Historic Preservation Program is in good shape, but would benefit from several maintenance-type adjustments in terms of public relations, accessibility, and involvement. In terms of moving ahead, the primary interest appears to be in using historic preservation as a means to encourage and support downtown revitalization.

Historic Overview

The following is a brief historic overview of Forest Grove focusing on town planning and development. For more detailed studies of area history, see the sources in the "Further Reading" section.

The native tribes of the Atfalati (Tualatin) band of the Kalapuya lived in the Forest Grove area prior to settlement by European immigrants in the 1840s. Research indicates that the Atfalati practiced a form of land use management by deliberately burning selected areas of prairie land to increase hunting and gathering yields.

Euro-American settlers, primarily farmers with a religious or missionary bent, began to arrive in the 1840s. Many of these pioneers continue to be commemorated in Forest Grove's houses and neighborhoods, including Alvin and Abigail Smith (A. T. Smith House, 1856), Harvey and Emeline Clark (Clark Historic District, established 2002), Elkanah and Mary Walker and Thomas and Sarah Naylor (Walker-Naylor Historic District, established 2011).

A fortuitous visit to the area, then known as West Tualatin Plains, by the energetic Tabitha Moffat Brown would lead to the founding of a school designed to educate Oregon Trail orphans in 1848. (Brown was officially declared the "Mother of Oregon" in 1987.) The school would eventually morph into the Tualatin Academy and later into Pacific University. The transformation from orphan asylum to full-fledged university was further encouraged by the American Home Missionary Society and the American College Society who aimed to establish a Congregational College in every new state of the union.

The expanded school was located on a donated site that was part of the Reverend Harvey and Emeline Clark Donation Land Claim (DLC), the Elkanah and Mary Walker DLC and the William Stokes DLC. After the Academy received its charter, its Board of Trustees created an adjoining town site, selling lots platted on land donated by Reverend and Mrs. Clark. In 1851 a new name for the town plat was discussed. Following the Trustees rejection of "Vernon," the name, "Forest Grove," was adopted, the latter inspired by the name Trustee J. Quinn Thornton had already bestowed upon his land claim.

Originally, Tualatin Academy classes were held in Harvey Clark's log building that also served as a Congregational Church. Construction of a new, purpose-built school began in 1850, with \$7000 set aside for its construction. Classroom instruction in the structure, initially known as the Academy Building, began in the following year. In 1864 a new Academy Hall was built. At that time, the original building became known as Old College Hall, a name it retained after the "new" Academy Hall was destroyed by fire in 1910. While Old College Hall has been relocated, it continues to be one of the oldest educational structures in the United States.

By the time Sidney Harper Marsh became the school's first president in 1854, Tualatin Academy had been renamed Pacific University. In 1878, Marsh noted that, "Forest Grove was in one corner of the settlement, and was almost inaccessible by reason of bad mountain roads. Within a radius of ten miles there were scarcely fifty voters... Forest Grove could hardly have been called a village." His observation is confirmed by the 1850 census, with its roughly 56 inhabitants. However, within ten years, the town's population had swelled to 430 people, with an increasing number of professionals such as merchants and teachers added to the roster of residents. While the number of residents remained fairly stable over the next ten years, there was a steady increase in the percentage of non-farmers.

Forest Grove was incorporated in 1872, the same year the town's first fire department was established. In 1891, a new city charter was adopted. It changed the form of government from the village elder system originally established by the University and Congregational Church, to an elected mayor and council form of government. By 1900, Forest Grove had a population of 1,300, plus forty businesses, four churches, and four fraternal organizations.

The development of Forest Grove in the early 20th Century has many parallels with the development of the average Oregon town. There was some expansion of industry, notably the establishment of the Carnation Milk Factory in 1902, to the south of the town. Other develop-

ments included street car lines and the Oregon Electric Railroad in 1908, followed by an increase in road construction that eventually resulted in the demise of the street car system. Between 1915 and 1940, the population of Forest Grove remained steady at around 2,000.

Development slowed during the Great Depression, with the impact of the stock market crash compounded by the effect of the Tillamook Burn in 1933 on the local timber industry. By the late 1940s, the population of Forest Grove had increased to 4,500. Population growth was primarily the result of increased migrant population, which moved to the area to work in the fields. By 1947, the number of building permits issued was three times the number in 1938 to accommodate the greater demand for housing in the area. By the 2010 U.S. Census, the town's population had expanded to just over 21,000.

Further Reading

The City of Forest Grove's Historic Landmarks Board web page (<http://www.forestgrove-or.gov/city-hall/citizen-boards-commissions/historic-landmarks-board.html>) has both a general historic overview as well as links to neighborhood-specific histories.

The Friends of Historic Forest Grove website (<http://www.fhfg.org/>) also features a good amount of additional historic information.

In book form, the *Images of America* Series, published by Arcadia Press, includes a well-illustrated slender volume titled *Forest Grove*, authored by Lisa Amato, Mary Jo Morelli, and the Friends of Historic Forest Grove.

Ken and Kris Bilderback's *Walking to Forest Grove: The Life and Times of the Prettiest Town in Oregon* attempts to capture some of the more offbeat aspects of the town's history.

A University centered account can be found in *Splendid Audacity: The Story of Pacific University*, written by Gary Miranda and Rick Read.

For a greater regional overview, see *Washington County: Politics and Community in Antebellum America*, by Paul Bourke and Donald DeBats.

Historic Preservation in Forest Grove

Forest Grove's historic preservation program began in 1980 with the adoption of the Comprehensive Plan and Zoning Ordinance which established the Historic Landmarks Board (HLB). Over the past 35 years, the HLB and the City designated 84 individual buildings as historic landmarks (many of these are now contained within districts), achieved Certified Local Government (CLG) status in 1996, and listed three districts on the National Register. In 2015, Historic Design Guidelines and Standards were adopted for applicability within the historic districts and the outlier historic landmark sites.

The first historic resource surveys began in 1982, and while many resources were locally listed, and some nationally listed on an individual basis, the City's first National Register Historic District, the Clark District, was not fully realized until 2002. The Painter's Woods District followed in 2009, and the Walker-Naylor District in 2011.

Historic Landmarks Ordinance and Other Planning Provisions

Municipal Code

Chapter 9 of the Forest Grove Municipal Code (Boards and Commission - Miscellaneous Planning Provisions) contains the provisions that set up the Historic Landmarks Board (HLB) (§9.105 - §9.135), and describes the means for designating or removing landmarks (§9.150 - §9.165).

The quasi-judicial HLB is composed of seven members, plus one student advisory position, who are appointed by the City Council. They can come from a broad range of the populace that has “demonstrated positive interest, competence, or knowledge of historic preservation.” At least five members must be residents of Forest Grove, while the remaining two can reside within a, “reasonable distance.” Terms of office are four years, with officers (chair, vice-chair, and secretary) elected in January. The board must meet at least once every three months, with a majority constituting a quorum. There is also a liaison to the City Council. The board plus its City Council liaison and City’s Historic Preservation Planner typically meet monthly.

The HLB maintains the Forest Grove Register of Historic and Cultural Landmarks by recommending the addition or removal of landmarks to the register. The HLB is also tasked with regulating and protecting landmarks through review and approval or disapproval of certain proposed changes as outlined in the Development Code. In addition to reviewing projects by private citizens, the Board is also tasked with reviewing activities by the City and other agencies that may affect landmarks. Other tasks of the Board are primarily educational in nature, advising both citizens as well as the City on topics such as history, technical information, and the availability of economic incentives.

The criteria for landmark designations parallel the criteria for National Register listing. Buildings or structures are eligible if they are associated with significant events; significant personages; embody distinguished architectural characteristics; are associated with a significant builder, architect, or designer; or if they are archaeologically significant.

Landmark designation may be initiated by property owners, the HLB, or the City Council. Designation requires review by both the HLB and the City Council. If the designation is approved, the Council shall “order an amendment to the zoning map to label the designated property with the HL [historic landmark] overlay zone,” and the property becomes subject to landmark regulations. Properties listed on the National Register are also locally listed.

Removal of a landmark reverses the process with owners, the HLB, or the City Council applying for removal, followed by HLB and City Council review. Owners and occupants of listed properties are to receive annual notification that informs them that their building has been, “found by the City to be a significant historic or cultural landmark, and that its listing on the Historic Register subjects the property to certain review requirements.” The mailed notification also includes an overview of the Historic Preservation Program and its policies, an offer of assistance by the HLB or city staff in planning appropriate plans for modifications or maintenance, an offer of assistance in researching a property, and information on how to apply for one of the HLB’s annual Historic Preservation Renovation Grants.

Historic Landmarks Ordinance

The Historic Landmarks Ordinance (§10.5.200-10.5.225) sets up the basic mechanism for the review process for landmarks and structures that contribute to historic districts. The ordinance was updated in 2015 to clarify its language, address new development in a historic district, and include design guidelines.

A few activities are allowable without review: replacement of deteriorated materials in kind, repainting, installation of gutters and leaders, the installation of removable storm windows, and demolition of non-contributing buildings. All other projects are subject to review by the Community Development Director assigned to historic preservation (aka City Preservation Officer) (Type II Review). If the Director finds that the proposed project complies with the Design Standards (§10.5.220(D)), he/she can provide the applicant with written approval to proceed.

If the Director finds the project does not comply with the Design Standards or is automatically subject to review (e.g., relocations, demolitions, and chimney removal), the project is forwarded to the HLB for review and action subject to “Type III” procedures (land use decisions that are site-specific in nature are classified as Type III quasi-judicial decisions). If the project requires a building permit, the Building Official is to withhold the permit pending HLB review and approval.

The general review standards essentially follow the Secretary of the Interior’s Standards for the Treatment of Historic Properties. These emphasize continued use of a structure in its originally intended capacity or at least a compatible use; avoidance of the removal or alteration of character-defining features; respecting alterations that have accrued over time; a preference of repair over replacement, and when necessary, replacement in kind; encouraging additions that are in scale with the original; when unavoidable, making alterations reversible without damage to the original fabric; and the avoidance of alterations for which there is no historic precedent. Standards and Guidelines added in 2015 address specific features including overall building mass, building placement, and architectural elements such as roof, windows, and exterior siding.

The HLB review can result in approval, approval with conditions, or rejection. In the case of a proposed demolition or relocation of a landmark or contributing structure, the HLB can determine to allow or delay demolition, allow partial demolition, or allow relocation. The demolition delay period is 180 days and can be appealed to the City Council. If the application for demolition is not withdrawn by the owner, following the 180-day delay, the application for demolition is considered approved.

Historic Landmarks Board

The seven members, plus a student advisory member, of the HLB meet monthly. Also present are a fixed City Council liaison and the City Preservation Officer. At the meeting, HLB members review any pending applications for alterations to contributing and landmark structures, work on active projects, and plan upcoming projects and events. Agendas and minutes from each meeting are made available online.

Forest Grove's Historic Resources

As of 2016, Forest Grove has three National Register Historic Districts, one Multiple Property Documentation Listing, individual National Register listings, and a local landmarks registry.

The Clark Historic District, listed in 2002, has 126 contributing resources; the Painter's Woods District, listed in 2009, has 40 contributing resources; and the Walker/Naylor District, listed in 2011, has 85 contributing resources. Thirteen properties were individually listed on the National Register (five of these are now contained within one of the districts, leaving seven outside the districts). Several resources that could be listed on the Register as part of the Taylor Process Hollow Concrete Wall Construction (2005) Multiple Property Documentation form are also contained within districts. In addition, the City maintains a local register of significant properties outside of the districts, currently approximately 33 resources.

Existing Incentive Programs

The City of Forest Grove became a Certified Local Government (CLG) in 1996. The CLG program is a national program that offers non-competitive grants for historic preservation projects and programs to communities. Grants are administered through the Oregon State Historic Preservation Office (SHPO) and require an equal match from the CLG requesting the funds. The annual CLG grant, matched by the City of Forest Grove, is the primary source for funding the HLB's major projects such as historic resource surveys and the creation of new historic districts.

The HLB offers Historic Preservation Renovation Grants to owners of individually listed, district listed, or locally listed resources. The funding for this matching grant is through the City of Forest Grove. Other cities' preservation programs that offer similar grants obtain their funding via the State Historic Preservation Office, which restricts the types of projects that can be funded. In its independence and flexibility with project types, Forest Grove is unique.

Since 1996, the HLB has been presenting the annual Eric Stewart Award to recognize local supporters of the Historic Preservation Program.

Community Questionnaire

A survey questionnaire for Forest Grove residents was developed by Historic Preservation Northwest, the HLB, and city staff in November 2015. In the course of developing the survey questionnaire it became apparent that the HLB's primary concern was to increase community participation in the Historic Preservation Program, whether that be as new recruits to the HLB, as applicants for the Historic Preservation Renovation Grant, or as participants in the programs the HLB offers. The questionnaire was tailored to cover this issue.

The survey questionnaire was sent out with the December utility bill to all customers receiving the bill. This was the most cost-effective method of surveying a large portion of the citizens. The questionnaire was one page, front and back, printed on goldenrod paper for visibility. On the survey questionnaire, the respondent was asked to return the filled-out questionnaire with their utility bill. They were also given the option of filling out the survey questionnaire online through a city-hosted website. The questionnaire is shown in Appendix B.

The survey questionnaire consisted of ten questions, most of which were multipart. The first question asked if they lived in a historic neighborhood. The second question determined if they lived in a historic house. The third question sought to assess their attitude toward historic buildings. The fourth and fifth questions probed their thoughts on the downtown. The sixth question checked if they knew about design review. The seventh question found out what they knew about preservation grants. The eighth wanted to see what they thought about preservation education opportunities. The ninth asked about the newsletter. And the tenth asked about the HLB website. At the end of the survey questionnaire, the respondent was given the option of providing their contact information if they wanted to be provided with further information and/or enter a free drawing for two historic preservation books. There was also a checkbox at the bottom to determine if they would like to participate in a future focus group.

Summary of Questionnaire Results

The questionnaire was sent out to 9917 households via their December 2015 utility bill. This included multiple copies to utility customers such as Pacific University that receive multiple utility bills. It also included renters, since they often paid the utility bill. Out of 9917 households that received the mailing, 242 people responded. Of the 242, 185 responded by mail, the remaining 57 filled out the questionnaire online. With 242 people responding, that equates to a 2.44% response rate, which is pretty good for a blind-blanket mailing. It showed that people think historic preservation in their town is worth their time.

We were surprised by many things to come out of the survey. The first surprise was that 68% of the people who responded did not live in a house they considered historic. We assumed most of our respondents would be people who lived in historic houses. (Nearly half of the respondents said they lived in a house built after 1969.) Good to see that so many who did not live in a historic structure still appreciated historic buildings. This impression was supported by 90% responding that they thought historic buildings were an important part of the city.

The question about whether the city was doing enough to protect historic resources came back with mixed results. Many people did not answer the question, pointing towards the idea that they did not know what the city is doing and/or did not know what the city can do to preserve historic buildings. The question pointed toward a need to educate the public on exactly what city government can and cannot do to protect resources.

There was a strong showing of people who want to protect the historic downtown core. This indicated a future poll of downtown property owners is warranted to create a historic district and/or implement a Main Street program.

Historic Design Review met with blank stares from the survey questionnaire. It was the second most unanswered question on the form with two-thirds of the respondents indicating they did not know what Historic Design Review was about.

Very few people responded they had applied for a Historic Preservation Renovation Grant, but of those that did apply, 64% indicated that it was a good experience. And 28 people responded that they were interested in applying in the future with “paint” being the number one need.

Very few people responded that they had attended an HLB-sponsored education opportunity (only 7%). However, 66% of those who identified themselves as living in historic properties would be interested in attending an event in the future. What type of event would be preferred

was a grab bag. “Workshop” got the most #1 votes. “Newsletter” received the most votes overall, coming in second to “Workshop” for #1 votes, but also received the most bottom ranked votes. This polarized result may be indicative of the age of the survey questionnaire’s respondents. “Lecture” got the fewest respondents and was weighted towards the negative end. “Demonstration” was weighted towards the positive end. As with anything, the quality of the educational opportunity is key, along with good promotion of the event.

Those familiar with the newsletter viewed it favorably, with 70% responding positively and only 6% indicating that it was not worthwhile. Only 15% of respondents remembered visiting the HLB webpage.

We were very pleased with how many people (75) were willing to share their names and enter the drawing (31%). We were also very pleased with the number of people who were willing to be in the focus group (19). That indicated that it was reasonable to hold a focus group, which quickly became the next step in creating the Preservation Plan.

Statistical results of the questionnaire are shown in Appendix C.

The community survey questionnaire had indirect benefits. In formulating the survey, both the HLB as well as the consultants were able to determine what topics were of interest and what programs were in need of refinement. The survey was also in and of itself informative for the public. One respondent indicated that they felt the City and HLB were doing a good job because of, “surveys like this,” while another did not know about the HLB’s website prior to the survey, but would make an effort to look at it.

The survey results also indicated some design flaws. We incorrectly assumed that many of the respondents would have a vested interest, i.e., that they would live in a historic house. Since most did not, detailed questions about Forest Grove’s Historic Preservation Renovation Grant, one of the primary concerns of the survey, were moot for most responders.

Overall, the process of creating the survey questionnaire was rewarding. Forest Grove’s HLB would benefit from periodically creating and distributing surveys to both clarify their own concerns as well as take the temperature of the community. However, future surveys should be more general if they cast as wide a net as the utility bill, or targeted and distributed to a specific audience.

Community Focus Group

The survey questionnaire indicated that there was an interest within the community in participating in a focus group. The focus group would take the themes of the questionnaire and discuss them further in an attempt to find possible solutions. A group of 20 people met at the Forest Grove Community Auditorium for two hours on February 16, 2016. The group was broken into three teams with each team discussing two questions for just over an hour. Each team had a leader who wrote down the team’s possible solutions on a flip chart and kept the team on task. The teams then remerged as a group to present possible solutions that elicited further discussion.

The focus group focused on two very broad and overlapping topics: improvement and innovation. How can some of the existing programs be improved and what new projects should the

HLB undertake? In terms of improvements, members of the HLB identified some specific areas of concern:

1. How can we get more people to apply for the Historic Preservation Renovation Grant?
2. How can we get more people to come to our workshops/education programs?
3. How do we get new HLB members?
4. How do we improve the visibility of the HLB in the community?

In terms of innovations, the questionnaire indicated that there is support for a Downtown Historic District:

1. How do we get downtown merchants and property owners to support a district?
2. How do we get general public support for a downtown district?
3. How do we establish a Main Street program?
4. Do we need to do historic building surveys in other areas of town?

Summary of Focus Group Results

The focus group was divided into three teams and each team took on two questions covering broad topics: Renovation Grant, Main Street Program, Downtown Historic District, Education Programs, Historic Resource Surveys, and Outreach. We have taken their ideas and folded them into the recommendations. It was a first attempt at a focus group by the HLB with the end result indicating that focus groups should be held again in the future.

Historic Preservation Renovation Grants - Why aren't more people applying for the Grant? How can we get more people to apply?

Background materials:

- Historic Preservation Renovation Grant application (<http://www.forestgrove-or.gov/city-hall/grants.html>).

Findings:

- People do not know it exists.
- They cannot find the application information online.
- They can find district maps online, but are not sure if their house is in a historic district or if it qualifies for a grant.
- Perception that the grant conditions are too restrictive.
- The application form is too wordy and intimidating.
- There should be a completed sample application.
- There should be an overview application page, with highlights.
- Solutions: Move first page to last and add a cover page.
- Send out notice (post card, FYI Forest Grove) of grant availability at the beginning of the grant cycle.
- Provide an HLB member to help fill out the grant application.
- Create a web video for filling out the grant application.

Main Street Program - Assuming that the focus group team is in favor of implementing a Main Street Program, how should it be "sold" to commercial property owners? Sold to city officials? Sold to the general public?

Background Materials:

- Oregon Main Street program overview (<https://www.oregon.gov/oprd/HCD/SHPO/docs/omsflyer.pdf>).
- *Dayton: Downtown Revitalization Through Community Engagement* (https://www.oregon.gov/oprd/HCD/TECH/Documents/HS_Dayton.pdf).

Findings:

- Need more information about the program.
- How will Main Street interconnect to other programs:
 - Urban renewal program.
 - Downtown historic district process.
- Provide cost benefit analysis to downtown property owners in terms of:
 - Increased profits.
 - Property values.
 - Visibility/foot traffic
- Close of Main Street on Saturdays?
- Sell Main Street program:
 - Public via utility bill, Facebook, other social media.
 - Commercial property owners by launching a buy local/think small program; arrange meetings and provide food; show examples where program has been successful.
 - City officials will buy in once property owners and public buys in
 - Bring in guest speakers to sell program. Have other communities present their success stories.

Historic District - Assuming that the focus group team is in favor of creating a downtown historic district, how should it be “sold” to commercial property owners? Sold to city officials? Sold to the general public?

Background Materials:

- *Heritage Bulletin 26: Outreach for National Register Historic Districts* (https://www.oregon.gov/oprd/HCD/docs/Heritage_Bulletins/HB26_Outreach_Nat_Reg_Districts.pdf).

Findings:

- Create and convince through education.
- Part of a larger system with urban renewal and revitalization.
- Upfront groundwork; build support; can be a 2-3 year process.
- Build support from general public, results in peer pressure on property owners.
- Supports tourism.
- Focus on the biggest obstacle/opponent, find out about their concerns, head them off early.
- Property owners should feel the district is being created by them and for them, not to them.

Education Programs - Which educational method should the HLB focus on? How should the HLB promote educational opportunities? How can Historic Preservation Month (May) be better utilized?

Findings:

- Web videos are the wave of the future.
 - There should be links to existing videos on the website.
 - Videos should be cute, funny, quirky.
 - Frequency? At least one per month.
 - Could High Schoolers help with production? What about Viking House?
 - Offer internships to create content.
- Host district block parties. National Block Party Day is in August.
- Welcome Wagon for new arrivals.
- Emphasize the stories.
- Highlight community service.

Historic Resource Surveys - Are there areas of town that need to be surveyed? Any areas need resurveying? Are there any areas that have potential historic districts? Are there individual properties that should be encouraged to list?

Findings:

- Work on post-WWII areas:
 - Rosearden Drive
 - Spring Garden Way
 - 18th Avenue near Joseph Gale School
 - Far View Terrace
 - Forest Gale Heights
 - Survey by subdivision date
- Resurvey downtown
- No individual properties could be identified off-hand.

Outreach - Who can the HLB partner with to expand awareness of historic preservation, increase attendance at events, and get more HLB members or volunteers?

Findings:

- Two person teams from the HLB go out and give presentations.
- Offer volunteers to help fill out grant forms.
- Communicate with other cities to see what works for them.
- Advertising:
 - Free news articles in News-Times
 - Utility bill flyers
- Schools:
 - Junior achievement groups
 - Scouting projects
- Collaborate with FHFG on events
- Other city departments:
 - Sustainability board
 - Forestry commission

Appendix B: Historic Preservation Questionnaire

Forest Grove stands apart from other Oregon pioneer towns because of its well preserved architecture. Forest Grove's Historic Landmarks Board (HLB) has set out to create a 10-year plan to protect our historic resources and serve our community. And we need your input! Your feedback will help us to pinpoint issues and define priorities for the future. Please *circle* your answer below and return this survey with your utility bill payment. If you would rather fill out this form online, please go to www.hostedsurvey.com/takesurvey.asp?c=2015HLBStrategicPlan. All answers will remain anonymous. The data will be gathered and analyzed to help create a preservation plan for the HLB. Thank you for your participation!

1. Do you live in one of Forest Grove's three designated historic districts?
Yes No Not sure
 - a. If yes, circle which historic district: Clark Painter's Woods Walker
Naylor
 - b. If no, what neighborhood do you live in? _____
2. Do you consider your residence historic? *Yes No Not sure*
 - a. Please circle the approximate decade in which your residence was built:
1870 1880 1890 1900 1910 1920 1930 1940 1950 1960
1970+
3. Do you think historic buildings are an important part of a city? *Yes No Not sure*
 - a. If yes, do you think the City is doing its part in protecting historic resources in Forest Grove? *Yes No Not sure*
 - b. Why yes or no? _____

4. Forest Grove's downtown is not a historic district. Do you believe the downtown core should be designated a historic district? *Yes No Not sure*
5. The National Trust has a Main Street program that provides assistance for designated historic downtowns. Would you support the creation of such a program in Forest Grove's downtown if the cost to the City was minimal? *Yes No Not sure*
6. If you own a historic property, do you know in general what sort of work requires historic design review? *Yes No Not sure*
 - a. If yes, do you understand the basics of the historic design review process?
Yes No Not sure
 - b. If yes, do you feel the historic design review process is fair? *Yes No Not sure*
 - c. Ideas for improvements to the process? _____

7. If you own a historic property, have you ever applied for a Historic Renovation Grant?
Yes No Not sure
 - a. If yes, how would you rate the experience? *Good Okay Poor*
 - b. Why? _____
 - c. If no, are you interested in applying in the future? *Yes No Not sure*

- d. What is the single most important external restoration or structural upgrade you would like to make to your building if money were no object? _____

8. The HLB has sponsored historic preservation educational opportunities ranging from window repair workshops to preservation fairs.
- Have you attended an HLB-sponsored educational opportunity in the past?
Yes No Not sure
 - Would you attend such HLB-sponsored educational opportunities in the future?
Yes No Not sure
 - What format for historic preservation educational opportunities works best for you? Please rank from 1 to 5, with 1 being your favorite:
Workshop __ Lecture __ Demonstration __ Newsletter article __ Web video __
9. Do you receive the HLB's quarterly newsletter? *Yes No Not sure*
- If so, do you find the quarterly newsletter worthwhile? *Yes No Not sure*
 - What topics have you found the most useful? Please share your ideas for future topics: _____

10. Have you visited the City's HLB webpage (web address below)? *Yes No Not sure*
- If yes, did you find the information you were looking for? *Yes No Not sure*
 - Ideas for improvements to the page? _____

Please provide us with your name and preferred contact method if you would like info on our Historic Renovation Grant program, educational opportunities, and/or to enter our **free drawing**:

We are following up this questionnaire with a focus group to further develop the HLB's ten-year plan. Please check this box if you would be interested in being a part of our focus group: ☐

To show our appreciation for completing this survey, you can enter our **free drawing** to win *Greetings from Oregon* by Gideon Bosker & Jonathan Nicholas (1987) and *Radford's Details of Building Construction* (1912). To be entered, you must provide your contact info to the left. Providing your contact info does not commit you to anything and your contact info will not be shared.

Thank you very much for responding to this questionnaire! If you have any questions, please contact James Reitz, Senior Planner, at jreitz@forestgrove-or.gov or 503-992-3233. If you are interested in becoming a board member on the Historic Landmarks Board, please visit our webpage at www.forestgrove-or.gov/city-hall/citizen-boards-commissions/historic-landmarks-board.html for more information.

Appendix C: Questionnaire Statistics

9917 Households sent mailing (includes multiple copies, e.g., Pacific University)

242 Total number of respondents (as of February 3, 2016)

185 Respondents by mail

57 Respondents using online survey

2.44 % response rate

1. Do you live in one of Forest Grove's three designated historic districts?

Answer	Quantity	% of Total	% of Answered
Yes	57	24%	26%
No	134	55%	62%
Not Sure	25	10%	12%
Answered	216	89%	100%
Unanswered	26	11%	
Total	242	100%	

1a. If yes, which historic district?

Answer	Quantity	% of Total	% of Answered
Clark	23	10%	43%
Painter's Woods	10	4%	19%
Walker Naylor	21	9%	39%
Answered	54	22%	100%
Unanswered	188	78%	
Total	242	100%	

1b. If no, what neighborhood do you live in?

Forest Gale Heights was most common with 11 respondents. Oak Hills with 7 was second.

2. Do you consider your residence historic?

Answer	Quantity	% of Total	% of Answered
Yes	53	22%	24%
No	152	63%	68%
Not Sure	17	7%	8%
Answered	222	92%	100%
Unanswered	20	8%	
Total	242	100%	

2a. Please circle the approximate decade in which your residence was built:

Answer	Quantity	% of Total	% of Answered
1870	5	2%	3%
1880	2	1%	1%
1890	5	2%	2%
1900	15	6%	9%
1910	8	3%	5%
1920	14	6%	8%
1930	4	2%	2%
1940	16	7%	9%
1950	13	5%	7%
1960	15	6%	9%
1970+	79	33%	45%
Answered	176	73%	100%
Unanswered	66	27%	
Total	242	100%	

3. Do you think historic buildings are an important part of a city?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	209	86%	90%	100%
No	11	5%	5%	0%
Not Sure	11	5%	5%	0%
Answered	231	95%	100%	100%
Unanswered	11	5%		0%
Total	242	100%		100%

3a. If yes, do you think the City is doing its part in protecting historic resources in Forest Grove?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	80	33%	39%	42%
No	22	9%	11%	23%
Not Sure	101	42%	50%	32%
Answered	203	84%	100%	97%
Unanswered	39	16%		3%
Total	242	100%		100%

3b. Why yes or no?

People have polar opposite opinions. Obviously, can't satisfy everyone. For example, back to back questionnaires:

"People are allowed to build ugly houses that do not fit the neighborhood."

"Wouldn't it be nice to live in a place that let the owner decide what was appropriate."

4. Do you believe the downtown core should be designated a historic district?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	141	58%	60%	66%
No	34	14%	14%	6%
Not Sure	60	25%	26%	28%
Answered	235	97%	100%	100%
Unanswered	7	3%		0%
Total	242	100%		100%

5. Would you support the creation of a Main Street program in Forest Grove's downtown if the cost to the City was minimal?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	162	67%	70%	79%
No	29	12%	12%	0%
Not Sure	42	17%	18%	21%
Answered	233	96%	100%	100%
Unanswered	9	4%		0%
Total	242	100%		100%

6. If you own a historic property, do you know in general what sort of work requires historic design review?

Answer	Quantity	% of Total	% of Answered
Yes	24	10%	24%
No	61	25%	62%
Not Sure	14	6%	14%
Answered	99	41%	100%
Unanswered	143	59%	
Total	242	100%	

6a. If yes, do you understand the basics of the historic design review process?

Answer	Quantity	% of Total	% of Answered
Yes	18	7%	42%
No	16	7%	37%
Not Sure	9	4%	21%
Answered	43	18%	100%
Unanswered	199	82%	
Total	242	100%	

6b. If yes, do you feel the historic design review process is fair?

Answer	Quantity	% of Total	% of Answered
Yes	11	5%	28%
No	5	2%	13%
Not Sure	23	10%	59%
Answered	39	16%	100%
Unanswered	203	84%	
Total	242	100%	

6c. Ideas for improvements to the process?

Responses from 16 people. Ranged from “Who cares” to “Too long a process, bids expire before the review process is done” to “Fairness is not the issue, well trained HLB members is essential to making decisions that support and protect historic F.G.”

7. If you own a historic property, have you ever applied for a Historic Renovation Grant?

Answer	Quantity	% of Total	% of Answered
Yes	10	4%	12%
No	73	30%	85%
Not Sure	3	1%	3%
Answered	86	36%	100%
Unanswered	156	64%	
Total	242	100%	

7a. If yes, how would you rate the experience?

Answer	Quantity	% of Total	% of Answered
Good	7	3%	64%
Okay	2	1%	18%
Poor	2	1%	18%
Answered	11	5%	100%
Unanswered	231	95%	
Total	242	100%	

7b. Why?

Thirteen responses from “Didn’t know this existed!” to “Too many restrictions” to “Mr. Reitz was great. Everything was clear and easy.”

7c. If no, are you interested in applying in the future?

Answer	Quantity	% of Total	% of Answered
Yes	28	12%	37%
No	32	13%	43%
Not Sure	15	6%	20%
Answered	75	31%	100%
Unanswered	167	69%	
Total	242	100%	

7d. What is the single most important external restoration or structural upgrade you would like to make to your building if money were no object?

Entries made by 56 people here. Paint was mentioned by 12 people. Seismic came up 7 times. Siding 6 times. Dormers were mentioned 3 times.

8a. Have you attended an HLB-sponsored educational opportunity in the past?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	16	7%	8%	19%
No	188	78%	92%	74%
Not Sure	1	0%	0%	0%
Answered	205	85%	100%	93%
Unanswered	37	15%		7%
Total	242	100%		100%

8b. Would you attend such HLB-sponsored educational opportunities in the future?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	67	28%	33%	66%
No	65	27%	32%	8%
Not Sure	70	29%	35%	19%
Answered	202	83%	100%	93%
Unanswered	40	17%		7%
Total	242	100%		100%

8c. What format for historic preservation educational opportunities works best for you? Please rank from 1 to 5, with 1 being your favorite:

Answer	Rank 1	Rank 1 %	Rank 2	Rank 2 %	Rank 3	Rank 3 %	Rank 4	Rank 4 %	Rank 5	Rank 5 %	Total Votes
Workshop	45	29%	23	21%	15	18%	12	16%	5	6%	100
Lecture	8	5%	14	13%	25	30%	20	26%	19	23%	86
Demonstr.	29	18%	34	30%	22	26%	11	14%	4	5%	100
Newsletter	43	27%	18	16%	6	7%	19	25%	29	35%	115
Web video	32	20%	23	21%	16	19%	15	19%	25	30%	111
Total	157	100%	112	100%	84	100%	77	100%	82	100%	

9. Do you receive the HLB's quarterly newsletter?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	29	12%	14%	28%
No	165	68%	78%	53%
Not Sure	17	7%	8%	11%
Answered	211	87%	100%	92%
Unanswered	31	13%		8%
Total	242	100%		100%

9a. If so, do you find the quarterly newsletter worthwhile?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	23	10%	70%	23%
No	2	1%	6%	0%
Not Sure	8	3%	24%	8%
Answered	33	14%	100%	31%
Unanswered	209	86%		69%
Total	242	100%		100%

9b. What topics have you found the most useful? Please share your ideas for future topics.

This blank was responded to by 18 people. Of those 8 wanted more history on Forest Grove buildings.

10. Have you visited the City's HLB webpage?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	31	13%	15%	28%
No	176	73%	83%	58%
Not Sure	5	2%	2%	6%
Answered	212	88%	100%	92%
Unanswered	30	12%		8%
Total	242	100%		100%

10a. If yes, did you find the information you were looking for?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	20	8%	59%	17%
No	9	4%	26%	13%
Not Sure	5	2%	15%	2%
Answered	34	14%	100%	32%
Unanswered	208	86%		68%
Total	242	100%		100%

10b. Ideas for improvements to the page?

This blank was responded to by 13 people. Of these the most common answer was "let the public know about it" with 4.

Name and contact information provided:

Answer	Quantity	% of Total
Given	75	31%
Not given	167	69%
Total	242	100%

Would you like to be part of our focus group?

Answer	Quantity	% of Total	% of Answered	% of Historic
Yes	19	8%	34%	19%
No	32	13%	57%	13%
Not Sure	5	2%	9%	4%
Answered	56	23%	100%	36%
Unanswered	186	77%		64%
Total	242	100%		100%