

GAINESVILLE HISTORIC PRESERVATION BOARD

Short Term Goals, Objectives, and Vision:

- Hire a full-time preservation planner
- Create an 11 to Save to reflect the state and national 11 to Save list (can be smaller number due to smaller location area)
 - Historic First Baptist Church
 - Fifth Avenue
 - Porters Quarters
 - Alachua County Administration Building
 - Lakeshore Towers
 - Downtown Gainesville
 - Historic Midtown
 - Firestone Building

Long Term Goals, Objectives, and Vision

- Legal ordinances and implications to potentially be created
 - Vacant Building Ordinance
 - Litter Abatement
 - Rental Housing Ordinance
 - Salvage Ordinance
 - 2% surcharge to annual real estate property tax, large developments, or other source for an HP trust fund
 - Legal implications for abandonment
- Creation of a Historic Preservation Trust Fund (or similar) created through taxes or fees, to be used for the
 - upkeep of current historic properties,
 - the purchasing of new historic properties facing demolition,
 - promoting the preservation efforts and programs in the city,
 - Sponsoring or hosting preservation events
 - Education and workshops
- Main Street Preservation Program
- Compile Surveys and create list (by priority) of what needs to be surveyed next
 - Surveys of Florida Park
 - Kirkwood & Coclough Hills
 - Palm View Estates
 - Westmoreland
 - Carol Estates
 - Lincoln Estates
 - mid-century modern survey
 - Downtown
- Create internship with UF's HP and urban planning departments

- Gainesville's Future Landmarks Survey
 - A campaign that survey's residents and groups about their favorite buildings and spaces in Gainesville that they would want future generations to enjoy.
- Create a CPA (Community Preservation Act)
 - The CPA is a smart growth tool that helps communities preserve open space and historic sites, create affordable housing, and develop outdoor recreational facilities. CPA also helps strengthen the state and local economies by expanding housing opportunities and construction jobs for the Commonwealth's workforce, and by supporting the tourism industry through preservation of the Commonwealth's historic and natural resources.

Historic resources are important community assets:

- they provide tangible links to the community's historical and cultural heritage
- they help create each community's special character and identity
- they represent investments in energy, time, money, and raw materials
- the maintenance, rehabilitation, and adaptive reuse of older buildings creates economic benefits locally and are sustainable and green practices

Wise assets management involves:

- respecting their value
- prolonging their life
- effectively using them to derive multiple benefits
- acting in a stewardship role

Aspects of a good CPA and community preservation program:

Send friendly welcome letters to new property owners telling them about the commission and its work. Include a boundary map and a simple brochure outlining what type of work is and is not reviewed by the commission. Let them know where they can get copies of applications and other materials.

Make sure the Certificate of Appropriateness easy to read and complete. Avoid jargon and, where appropriate, use illustrations to make it as user-friendly as possible. Include a checklist of required application materials and steps.

Commission staff and members should be willing and available to help property owners understand the application, review process, and standards and guidelines. Some commissions have publicly-noticed "working sessions" for applicants either before regularly scheduled meetings or at other designated times.

Periodically review your ordinance to ensure that you are familiar with its provisions and are following them. A periodic review will also help identify any deficiencies that need to be corrected. Design guidelines should be based upon the local community and preservation objectives, and should fit the district's composition and character. One size does not fit all. For example, if a district doesn't have any commercial buildings, a section on signage and storefronts would be superfluous and confusing; or if the community's preservation goal is

maintenance of a certain streetscape rhythm, the guidelines should provide ample information about size, scale, massing, setbacks, spacing, etc

In addition to a basic training and orientation session for new commission members, everyone should attend an annual training event

Create commissioner notebooks for all commission members. Notebooks should contain, at a minimum, the ordinance, rules of procedure, regulations, design guidelines, map of the district, and any other information the commission distributes, such as brochures and handouts.

Review and reflect upon your work at the end of every year and take the time to review the commission's operation and decisions. Take photos of completed projects and create a "before and after" slide show, allowing you to identify areas where improvements can be made as well as to acknowledge where a good job was done.

Use an annual report to inform elected officials of how many applications the commission approved and how many were denied. Chances are the officials won't hear about the approvals unless the commission tells them. Send the report to the local media along with a brief press release.

Consider periodic joint meetings with the other land use boards and elected officials to keep everyone informed and aware of the commission's work and needs.

Look for ways to involve the commission in as many aspects of local government as possible, including representation on other boards, such as the Planning Board, as well as participation in civic activities.

Don't forget about positive reinforcement! Look for ways to recognize good preservation work in the community – not just the large-scale projects, but the small ones as well. Consider starting a joint awards program with the local preservation non-profit organization or participating in programs already in place.

If local incentives exist, such as a façade grant program or certified local government program, make sure people know about it. Let people know about the Federal Rehabilitation Tax Credit Program.

Contacting a state Certified Local Government coordinator may also be a good way to learn about staffing and budgets for typical preservation commissions across a state. This statistical information can then be used locally to argue for stronger staffing and a more adequate budget for a commission.