



City of McMinnville
Planning Department
 231 NE Fifth Street
 McMinnville, OR 97128
 (503) 434-7311

www.mcminnvilleoregon.gov

Historic Landmarks Committee
ZOOM Online Meeting
January 28, 2021 3:00 PM

*Please note that this meeting will be conducted
 Via Zoom meeting software due to the COVID-19 event.*

ZOOM Meeting: You may join online via the following link:

<https://mcminnvilleoregon.zoom.us/j/91765907345?pwd=UhhJVUhhMnJxM1RkZEdiL29QaVp1UT09>

Zoom Meeting ID: 917 6590 7345

Zoom Meeting Password: 925967

Or you can call in and listen via Zoom: 1-253-215-8782

Committee Members	Agenda Items
Mary Beth Branch, Chair	1. Call to Order
John Mead, Vice-Chair	2. Citizen Comments 3. Election of Chair and Vice Chair
Mark Cooley	4. Action Items A. Discussion & Potential Approval of 2021 Work Plan (Exhibit 1)
Joan Drabkin	5. Committee Member Comments
Hadleigh Heller	6. Staff Comments
Christopher Knapp	7. Adjournment

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting the City Manager (503) 434-7405 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

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EXHIBIT 1 - STAFF REPORT

DATE: January 28, 2021
TO: Historic Landmark Committee Members
FROM: Chuck Darnell, Senior Planner
SUBJECT: Historic Landmarks Committee 2021 Work Plan

STRATEGIC PRIORITY & GOAL:



GROWTH & DEVELOPMENT CHARACTER

Guide growth & development strategically, responsively & responsibly to enhance our unique character.

OBJECTIVE/S: Define the unique character through a community process that articulates our core principles

Report in Brief:

The purpose of this agenda item is to review and potentially adopt the 2021 Work Plan that will guide the Historic Landmarks Committee's historic preservation program and work activities over the coming year.

Background:

During 2017 and 2018, the Historic Landmarks Committee oversaw the development of a Historic Preservation Plan, which focused on providing guidance for the next 15 to 20 years of the City of McMinnville's historic preservation program. In early 2019, the Historic Preservation Plan was adopted by the City Council. The Historic Preservation Plan includes goals, policies, and proposals that the City should adopt and follow to implement and expand upon the current historic preservation program. More specifically, the "proposals" function as actions and activities that could be undertaken, and are included in the Implementation Chapter of the Historic Preservation Plan.

The Historic Landmarks Committee previously identified activities from the Implementation Chapter of the Historic Preservation Plan and had selected activities that they would like to focus on. Some of those activities were completed in previous years, including an Intensive Level Survey and a Reconnaissance Level Survey in multiple areas identified in the Historic Preservation Plan as priority areas to complete updated historical inventory work.

In addition to the recommendations in the Historic Preservation Plan, there are a number of recommendations for further action that were provided in the recently completed Intensive and Reconnaissance Level Survey reports. Staff has compiled all of these recommendations into a single list in this staff report to assist the HLC in discussing and prioritizing the work plan and future activities.

*Attachments: Attachment 1: Adopted 2020 Work Plan
Attachment 2: Chapter 5 of Historic Preservation Plan (Includes Proposals)
Attachment 3: DRAFT 2021 Work Plan*

Discussion:

Overview of Last Year's Work Plan

The adopted 2020 Work Plan is attached to this staff report. Some of the major items that were completed over the past year include:

- Conducting a Reconnaissance Level Survey of residential properties in the area south of downtown
- Promote National Preservation Month
- Continuing the annual Historic Preservation Award program and presenting awards at a City Council meeting

Some items from the 2020 Work Plan that were not completed over the past year include:

- Participate at Farmers Market and provide "Stroll McMinnville" booklets
- Explore viability of historic district in residential areas north of downtown – Conduct outreach and education with property owners in area
- Make information on McMinnville's historic resources readily available, including:
 - Update historic preservation webpage on City website
 - Add examples of complete design review applications on website
 - Map all historic resources and post maps on City website
 - Notify owners of historic resources
- Promote all incentives available for historic resource preservation

The past year did present some challenges to completing all of the 2020 Work Plan items, most notably the Covid-19 pandemic. However, the RLS and the Historic Preservation Award program were still completed. Also, the City was able to hire the intern to assist in digitizing the City's records on the resources listed on the Historic Resources Inventory. This digitization work ended up taking more time and hours for the intern to complete based on the amount of documents that needed to be digitized, so the intern was not able to get all of the documents organized and uploaded to an updated version of the City's website. The City does now have an accurate record of all Historic Resources Inventory sheets for each individual resource, maps of the properties with structures on the Historic Resources Inventory, and an updated database with information on all resources listed on the Historic Resources Inventory. This information has just not yet been added to the City's website due to the intern's availability and staff workload.

Other Recommendations for Future Activities

The Historic Preservation Plan includes the following recommendations and "proposals" or actions that the City could take to complete future historic preservation work:

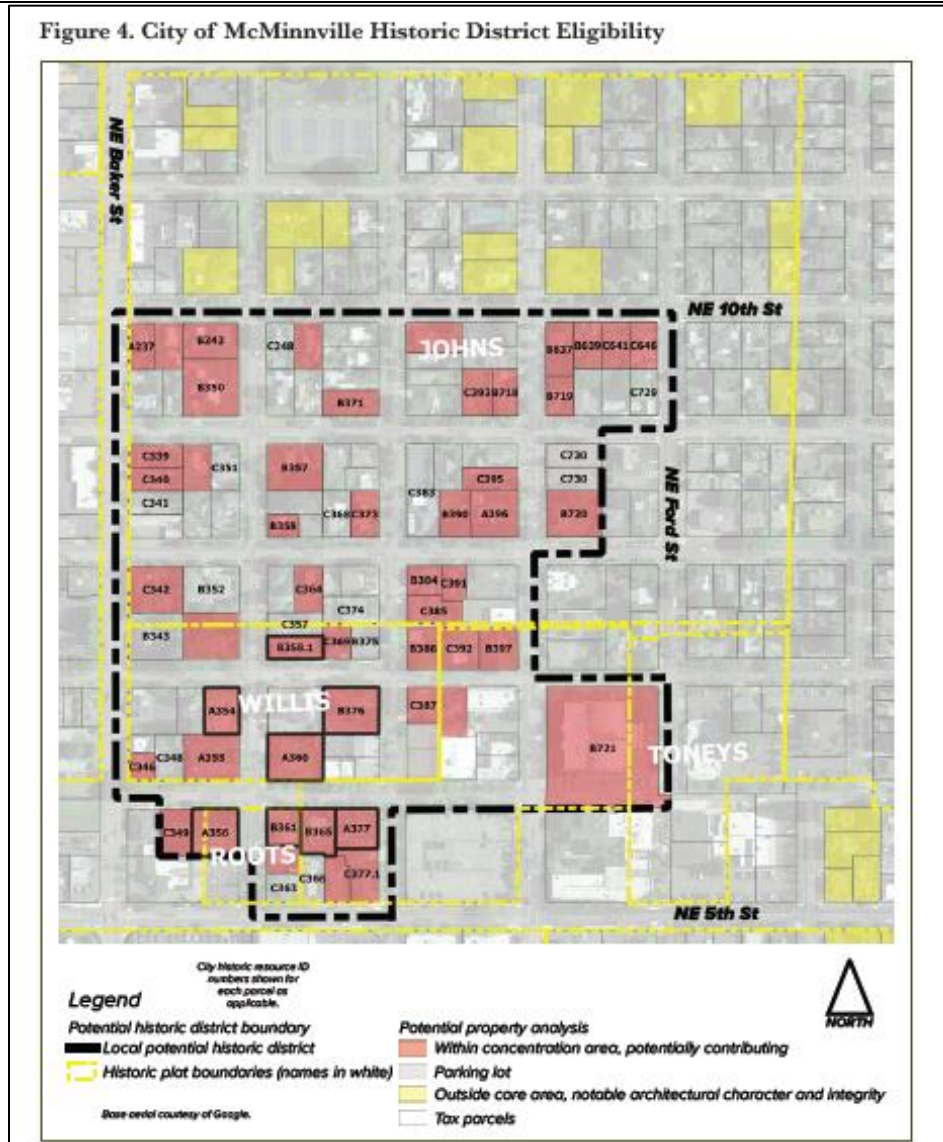
- Talk with property owners of the following high integrity houses surveyed as part of the 2018 ILS to gauge their level of interest in listing their property to the National Register. If yes, then work with property owners to provide interior access to prepare floor plans and assess interior spaces for their level of integrity. Utilize data from the survey and draft MPD context to prepare a NRHP nomination. (From page 49 of HP Plan)
 - 307 NE 7th Street (B358.1)
 - 533 NE Davis Street (A377)
 - 535 NE Cowls Street (A356)
 - 625 NE Cowls Street (A354)
 - 625 NE Davis Street (B376)

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- The area north of the downtown commercial district anchored on the eight properties surveyed as part of 2018 ILS project has a high concentration of intact to moderately intact properties. (From page 50 of HP Plan)
 - Conduct outreach with area residents and property owners to gauge the level of interest in creating a potential locally listed historic district.
 - If no, then no action.
 - If yes, then conduct neighborhood public meetings to explain and work through the process and provide educational materials on what it means to be listed as a local historic district, explain how this would differ from a NRHP historic district, and the role it could have in shaping design guidelines to inform new construction and development within the neighborhood and how this could serve as a tool for retaining neighborhood character if that is desired by residents and property owners.
 - Retain a consultant to assist with preparing the nomination and presenting at the public meetings. Utilize data from this survey and the draft MPD context to complete and submit a nomination.
 - Overall the potential historic district has a medium level of historic integrity. There are 106 properties within the potential historic district (as well as 4 parking lots). The boundary for the potential district was then drawn to capture the highest concentration of properties and encompass the portion of the plats that retain the historic single-family residential neighborhood feeling.
 - 51 potential contributing properties (48%)
 - 55 non-contributing properties (52%)
 - Figure 4 from the Historic Preservation Plan identifies this potential historic district:



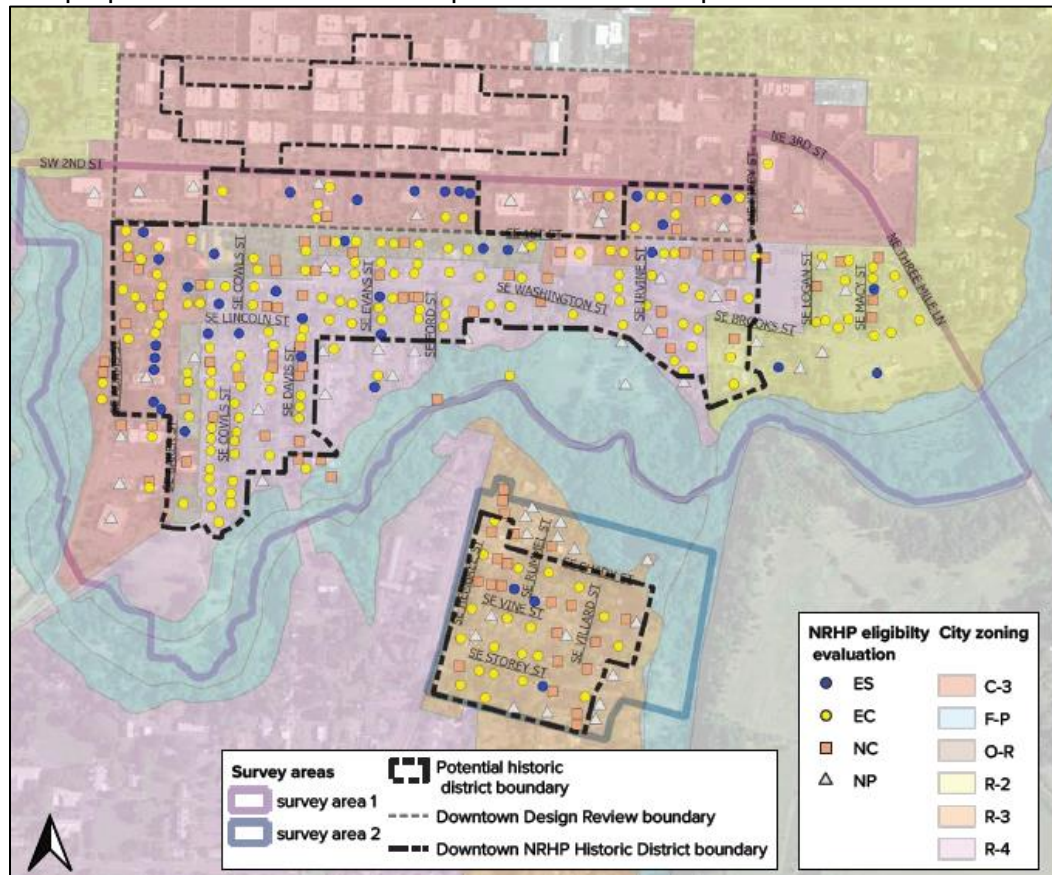
- Analysis of certain areas and their zoning to better support the retention of historic resources:
 - From Page 54 of the HP Plan: “Some areas of the city that have a high number of historic resources may see increased redevelopment pressure based on their current zoning classifications. Based on that, some specific areas were identified to further evaluate to better support the retention of historic resources. These areas were selected after considering the zoning classification and how that may affect historic and potentially historic properties, with the intention of highlighting opportunities to both retain historic character and support population densities and compatible uses. The recommendations provided below should be considered as a component of any long term planning study or analysis completed by the City of McMinnville. However, it should be acknowledged that there are many other factors that need to be considered in the land use planning process outside of the retention of historic resources, which is the focus of the recommendations below.”
 - Those areas are R-4, C-3, and O-R zoned areas described on pages 54-56 of the HP Plan.
- A variety of “proposals” are included in Chapter 5 of the Historic Preservation Plan, which is attached to this staff report. The proposals are the possible courses of action available to the City to implement the historic preservation program.

The recently completed Intensive Level Survey (ILS) that was completed in a residential area north of downtown included the following recommendations (similar to the recommendations in the HP Plan above):

- Talk with property owners of the high integrity, surveyed houses to seek interior access so we can prepare floor plans and assess interior spaces for their level of integrity. Depending on owner interest, these would be the houses for which to pursue potential nominations.

The recently completed Reconnaissance Level Survey (RLS) that was completed in a residential area south of downtown included the following recommendations:

- Intensive level survey work should be undertaken for buildings recommended as eligible significant (ES) based on their integrity, and architectural significance to evaluate their potential for NRHP eligibility, and to support both walking tours and historic district development. (Page 16 of the RLS Report)
 - The ES properties are identified in Map 12 of the RLS Report as follows:



- Explore historic district potential for the two sub-areas included in the RLS Report:
 - From Page 17 of the RLS Report; “Both survey areas were evaluated for historic district potential based on the SHPO eligibility categories and time spent walking through the areas as part of the field work. The south downtown area has a substantial concentration of moderate to high integrity buildings that could support a historic district. The Chandler’s Addition area has only low to moderate integrity levels that do not quite appear to support a historic district based on the general National Park Service ideal minimum threshold level of 60% contributing properties.”
- Update the McMinnville Historic Resources Inventory based on RLS findings:
 - From Page 18 of the RLS Report: “Recommendations for updates to the City of McMinnville’s historic resource inventory based on the field work in the two survey areas follows in the appendices section “Statistical Report City” on page 44.

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Recommendations are organized based on no change, increase, and decrease, as well as new category assignments for buildings that had not been previously surveyed.”

- Preservation education, including the following (Page 19 of the RLS Report):
 - Windows, conduct a window repair workshop and provide information on compatible replacements to inform property owners when considering different treatment approaches for existing wood and previously replaced windows. A key example is utilizing 1:1 windows rather than horizontal sliders at locations that historically had single or double hung windows.
 - Cladding, provide information on the repair of existing wood siding, removal of previously added siding, and the selection of compatible new siding when original siding has either been lost due to previous alterations or when the original is too deteriorated to be repaired.

Other activities that the HLC has been working on and will need to continue or finish include:

- Updating Downtown Design Standards chapter in McMinnville Municipal Code
- Updating City’s Historic Preservation webpage with Historic Resources Inventory data that was digitized in 2020

Fiscal Impact:

The City is a Certified Local Government (CLG), and is eligible for the CLG grant funds that are made available through the Oregon State Historic Preservation Office (SHPO). The CLG grant program has an upcoming grant cycle for the 2021-2022 time period, and cities may request up to \$10,000. The CLG grant program requires a 50% local match, and the Planning Department typically includes the local match amount in the department’s budget. This brings the potential maximum total CLG project budget to an amount of \$20,000 for the 2021-2022 grant cycle and time period. The deadline to apply for the upcoming CLG grant funds is February 16, 2021.

Recommendation/Suggested Motion:

Staff recommends that the Historic Landmarks Committee, after discussing the Historic Preservation Plan proposals and recommendations from more recently completed work described above, provide staff with guidance on which activities should be included in the 2021 Work Plan for the Historic Landmarks Committee. Staff will then draft the work plan for future formal adoption, and will also prepare for the upcoming CLG grant application deadline.

There are a number of activities that are currently underway and/or needing to be finalized, including finishing the review and potential recommendation of updates to Downtown Design Standards and the uploading of the digitized Historic Resources Inventory documents on City website. These activities could be completed by the HLC and City staff in 2021.

Staff believes that the HLC should also make decisions on what actions could be taken to advance the previously completed ILS and RLS work in the residential areas north and south of downtown, in order to have a finalized result or accomplishment from that survey work. Staff believes these types of follow up decisions should occur before the HLC and the City continue to complete any additional survey work, in order to have a clear understanding of the intention and outcomes of the survey work. As described in the recommendations listed above, these actions could include outreach to property owners to gauge interest in individual listings or district nominations, or making updates to the local Historic Resources Inventory. Staff does not believe that the HLC has time to make a final decision on how to proceed with the recommendations from the previous survey work at the upcoming meeting on January 28th, but some of the property owner outreach could take place over the coming year. This outreach would provide the

HLC with an understanding of the interest and/or willingness for property owners to participate in further listings, nominations, or inventory updates.

Because additional discussion and decision may be needed on how to proceed with the previously completed survey work, staff would suggest that the City not include any further survey or inventory work in the upcoming CLG grant request. Instead, staff would suggest that the City pursue CLG grant funding to complete either historic preservation awareness projects or to assist in code analysis and/or updates. Awareness and public outreach projects have been included in previous HLC work plans, but often do not get completed because they fall in prioritization and due to staff's workload with other department activities. Staff believes that devoting the CLG funding to awareness activities, and bringing on professional assistance through the grant funding, would ensure that they could be completed. These types of projects may also assist in public understanding of the benefits of historic preservation, as outreach to property owners in recently completed survey areas occurs. Staff has reached out to SHPO staff for recommendations on the type of public awareness activities that could be completed with CLG grant funds, and will bring more information to the HLC meeting on January 28th. Utilizing the CLG grant funds for code analysis and/or updates could also bring professional assistance to the HLC for some of that work. Staff has also requested information from SHPO on the type of code work that CLG grant funds could be used for.

In summary, staff would suggest the following list of activities for the 2021 work plan. These activities have also been compiled into a draft 2021 Work Plan for the HLC to consider, which is included as Attachment #3 to this staff report.

- Complete review and potentially make recommendations for updates to Downtown Design Standards
- Complete website updates
- Continue to promote National Preservation Month and the annual Historic Preservation Award program
- Consider completing outreach to property owners in areas of ILS and RLS to gauge interest in individual listings, district nominations, or local Historic Resources Inventory updates
- Complete public awareness and/or code analysis projects using CLG funds (staff is open to HLC suggestions or prioritizations from public awareness and/or code analysis types of projects from the Historic Preservation Plan or other sources)

CD

McMinnville Historic Landmarks Committee - 2020 Work Plan

GOAL: Document and Protect Historic Resources (Goal 3 in Historic Preservation Plan)

Strategy	Action	HP Plan	Timeframe	Cost	Responsibility
Conduct a Reconnaissance Level Survey (RLS) of Residential Properties in Area South of Downtown	Oversee the Development of the RLS Work	Proposal 3.E.3	2/1/20 - 5/31/20	\$ (CLG Grant)	City/HLC/Consultant
Explore Viability of Historic District in Residential Area North of Downtown	Conduct Outreach and Education with Property Owners in Area	Proposal 3.D.1	12/31/20	Staff	City/HLC
Review Downtown Design Standards	Review & Recommend Updates to Downtown Design Standards Chapter	N/A	5/1/20 - 12/31/20	Staff	City/HLC

GOAL: Increase Public Awareness and Understanding of McMinnville's History and its Historic Preservation Program (Goal 1 in Historic Preservation Plan)

Strategy	Action	HP Plan	Timeframe	Cost	Responsibility
Educate Community on Historic Resources and Historic Preservation	Actively Promote National Preservation Month (May) by Participating in "This Place Matters"	Policy 1.A Proposal 1.B.1	5/1/20 - 5/31/20	Staff	City/HLC
	Participate at Farmers Market and Provide "Stroll McMinnville" Booklets	Proposal 1.B.2 Proposal 1.C.1	5/1/20 - 10/1/20	\$ (CLG Grant)	City/HLC
Acknowledge Property Owners that Preserve Historical Resources	Request Nominations for Annual Historic Preservation Award Program	Proposal 1.A.1	4/30/20	Staff	City/HLC/City Council
	Present Awards at City Council Meeting in May	Proposal 1.A.1	5/12/20	Staff	City/HLC/City Council
Make Information on McMinnville's Historic Resources Readily Available	Update Historic Preservation Webpage on City Website	Proposal 1.D.1 Proposal 1.D.2 Proposal 1.D.3	4/30/20	Staff	City/HLC/Intern
	Add Examples of Complete Design Review Applications on Website	Proposal 3.B.2	5/31/20	Staff	City/HLC/Intern
	Map All Historic Resources and Post Maps on City Website	Proposal 1.D.4	5/31/20	Staff	City/HLC/Intern
	Notify Owners of Historic Resources	Policy 1.C	8/30/20	\$ (CLG Grant)	City/HLC/Intern

GOAL: Encourage the Preservation and Rehabilitation of Historic Resources (Goal 2 in Historic Preservation Plan)

Strategy	Action	HP Plan	Timeframe	Cost	Responsibility
Promote All Incentives Available for Historic Resource Preservation	Create List of All Incentives on Website and in Graphic Handout	Proposal 2.A.1 Proposal 2.A.4	8/30/20	Staff	City/HLC/Intern

5. GOALS, POLICIES, & PROPOSALS

McMinnville is already a vibrant city known for its historic character. The success of historic preservation efforts within the city have fostered community pride in the city’s historic resources.

This chapter utilizes the format established in McMinnville’s comprehensive plan and is organized by goals, policies, and proposals.

- **Goals** are broadly-based statements intended to set forth the general principles on which historic preservation decisions will be made.
- **Policies** are the more precise and limited statements intended to further define goals.
- **Proposals** are the possible courses of action available to the City and stakeholders to implement the goals and policies.

This chapter outlines the following four goals and their related policies and proposals to guide the City of McMinnville’s historic preservation program:

- Goal 1: Increase Public Awareness and Understanding of McMinnville's History and its Historic Preservation Program
- Goal 2: Encourage the Preservation and Rehabilitation of Historic Resources
- Goal 3: Document and Protect Historic Resources
- Goal 4: Increase Heritage Tourism

Goal 1: Increase Public Awareness and Understanding of McMinnville's History and its Historic Preservation Program

Vibrant historic preservation programs must go beyond just following their preservation ordinance and seek ways to make connections between the community and preservation. McMinnville’s historic resources contribute to its overall character and make it a desirable place to live, work, and visit. Promoting McMinnville's history and its historic preservation program—what it is, why it’s important, and what it can do for the community—will help residents better understand McMinnville's history, its efforts to preserve that history, and how it affects them.

Policy 1.A. Promote Historic Preservation Month every May

- Proposal 1.A.1. Continue to host an annual McMinnville Historic Preservation Awards program and invite community input. Consider creating categories for the nominations to promote a variety of projects. Examples could include: Downtown Rehabilitation, Residential Rehabilitation, Leadership in Preservation, Organization in Preservation, or Community Engagement.

- Proposal 1.A.2. Host (or co-host) at least one other preservation-related activity or event during the month of May and encourage HLC members to participate. Potential events include This Place Matters, a trivia night at a local coffee shop or pub, a walking tour, or scavenger hunt. Staff time is limited, so try to co-sponsor events or partner with other groups already hosting events.

Policy 1.B. Partner with related organizations on programs to establish connections between historic preservation and other city interests

- Proposal 1.B.1. Consider hosting or sponsoring additional events, either during Preservation Month or the rest of the year.
- Proposal 1.B.2. Set up a booth at the McMinnville Farmers Market. Have informational brochures available on the historic preservation program and the Historic Resources Inventory along with the Stroll Mac walking tour. The Farmers Market is located near the downtown historic district and provides an opportunity to encourage residents to take in their historic resources.
- Proposal 1.B.3. Collaborate with the Yamhill County Historical Society and McMinnville Downtown Association to host a lunchtime walking tour or host a tour in conjunction with McMinnville’s 3rd on 3rd (Monthly on the 3rd Friday, 27 storefronts and galleries along McMinnville’s historic downtown 3rd Street are open late).
- Proposal 1.B.4. Host research sessions (parties) for property owners or neighborhood residents to bring in an address and get help researching the history of the property. Work with the historical society to identify historic photographs of neighborhoods and streetscapes and then take contemporary photographs to do a “then” and “now” profile. Work with volunteers to research a brief (250 words maximum) write up on what changes occurred between the two photos and the significance of the view or neighborhood.
- Proposal 1.B.5. Attend and present information about the historic preservation program at a meeting of the Yamhill County Association of Realtors to help educate real estate agents on the Historic Resources Inventory, financial incentives, and design review.
- Proposal 1.B.6. Work with the Urban Renewal Board to utilize historic preservation as a key revitalization tool supporting both the historic character and regional destination draw of downtown and the larger Urban Renewal Area. Historic preservation can anchor place identity and support an authentic experience for visitors while providing a context for compatible new development. This would support Goal 7 Historic Preservation of the Urban Renewal Plan.
- Proposal 1.B.7. Partner with tribal organizations or consultants to further research and document the history of human settlement in the McMinnville area prior to European explorer arrival to expand the Historic Context section of the Historic Preservation Plan.

Policy 1.C. Increase interpretation efforts of the city’s historic resources

- Proposal 1.C.1. Reprint the existing walking tour brochure (Stroll Historic McMinnville) and distribute it to downtown businesses, the library, and various city offices with public interaction.
- Proposal 1.C.2. Develop additional walking tours through McMinnville, possibly offshoots from the downtown historic district into the residential neighborhoods. Utilize content from survey work recommendations outlined in the preservation plan. Work with neighborhood groups to develop and participate in these tours.

- Proposal 1.C.3. Support the character and place identity of neighborhoods within the city through survey and historic context research to understand the unique history and their role relative to the growth and development of McMinnville. This can help support a connection between residents and their neighborhood's history, the preservation of buildings, and education through walking tours.

Policy 1.D. Increase and streamline the historic preservation program’s media presence

- Proposal 1.D.1. Add “Historic Preservation” as a sub-category under Planning on the city web-page’s prominent toolbar under the “Government” tab
- Proposal 1.D.2. Streamline the historic preservation program’s website. Consider using drop-down menus or collapsible lists to make information easy to find at-a-glance. There is a lot of good information on the website, but a visitor needs to know what they’re looking for or else they could be overwhelmed. Move the Supporting Documents PDF links up before the Historic Resource Inventory List or add them to the Informational Brochures page. Add a map to the Zoning & Maps tab that is the Historic Resource Inventory showing the color coded ranking and resource number as an alternate means for residents to find out which properties are on the inventory. Convert the Historic Resource Inventory list to a collapsible list.
- Proposal 1.D.3. Make design review easier to find on the website. The guidelines are currently located in Chapter 17.59 of the Zoning Ordinance. They should be copied into their own document to make them easy to find for applicants.
- Proposal 1.D.4. Incorporate GIS mapping of historic properties on the website, either as an interactive map or a PDF.

Goal 2: Encourage the Preservation and Rehabilitation of Historic Resources

This goal focuses on the nuts and bolts of owning a historic property and how the City of McMinnville can be a resource to property owners. Lack of information and funds were two key constraints to maintaining historic properties that came up during the community survey and stakeholder interviews.

Policy 2.A Promote local, state, and federal incentives available to historic resources

- Proposal 2.A.1. Create a list of all the incentives available to historic resources and place it on the city’s historic preservation website. Consider creating a graphic handout to have available at any public outreach events (e.g. workshops with real estate and construction professionals).
- Proposal 2.A.2. Consider increasing the maximum individual grant amount of the facade grant program to \$5,000 to allow for projects with a greater impact.
- Proposal 2.A.3. Consider making the facade grant program available to houses (either active rentals or owner-occupied) that are listed on the Historic Resource Inventory as distinctive or significant and to assist with in-kind repairs to character-defining features to directly support integrity retention. This would support work such as repainting, or repairs to wood windows, but would not include the replacement of wood windows.

- Proposal 2.A.4. Explain what properties are eligible for using the Free Design Assistance Program. This appears to be the only local incentive that is available to single-family residential properties, albeit just those located in the Urban Renewal District.

Policy 2.B Strengthen the integration of historic preservation in city planning to capitalize on neighborhood history and character as City assets.

- Proposal 2.B.1. Update city zoning per recommendations in this plan to encourage the retention of historic residential character in key areas around the downtown.
- Proposal 2.B.2. Coordinate city guiding policies with preservation planning by keeping city departments/boards/committees apprised of HLC actions and priorities.
- Proposal 2.B.3. Research the use of conservation district overlays in other communities as an alternative to zoning changes.
- Proposal 2.B.4. Consider establishing a conservation district overlay to help retain historic residential character in key areas around the downtown.
- Proposal 2.B.5. Work with utility providers to develop standards for the provision of modern utility services to historic resources and historic buildings. Provision of modern utility services shall be coordinated and integrated into the design process to ensure the preservation of the resource or building's historic character.

Goal 3: Document and Protect Historic Resources

The City of McMinnville’s historic resources inventory, particularly with its classifications, is an important planning tool. It helps the planning department know where and what types of historic resources exist throughout the city. The inventory also functions as the city’s landmarking process, allowing the city and the HLC to protect those resources through the design review process. As a result, it is critical for the city to develop a system to regularly add to and assess the inventory to ensure the inventory is accurate and reflects the breadth of the city’s historic resources. The city and HLC should also consider their design review process to ensure owners of inventoried properties can easily navigate the process.

Policy 3.A. Regularly update the Historic Resources Inventory

- Proposal 3.A.1. HLC and staff review per Zoning Ordinance section 17.65.030 of survey work conducted since 1984 to classify surveyed properties as “distinctive,” “significant,” “contributory,” or “environmental.” Conduct public notice and public meetings per Zoning Ordinance section 17.65.070 associated with applying these changes to the inventory.
- Proposal 3.A.2. Update the inventory after each survey project so the field work, research, and inventory updates are all closely related.
- Proposal 3.A.3. Work with Yamhill County to include the Historic Resources Inventory classification on property titles. This would start with new transactions and would not be retroactive. This would support the network of real estate agents in their effort to inform prospective property owners of any regulatory requirements associated with a new home and also provides a measure of predictability for new home buyers that the character of the neighborhood they are buying into will not change dramatically and reduce their property value.
- Proposal 3.A.4. Develop and promote an application process for historic resource designation so that property owners can volunteer to designate their properties for consideration.
- Proposal 3.A.5. Encourage volunteers to help with updating the local inventory and establish a mechanism which can allow them to share information they gather with the City.

Policy 3.B. Create tools to better assist applicants through the design review process

- Proposal 3.B.1. Develop illustrated design guidelines, grounded in the Secretary of the Interior’s Standards, to ensure consistency and fairness in design review.
- Proposal 3.B.2. Consider posting an example completed application on the city website to demonstrate to applicants how to successfully navigate the design review process.
- Proposal 3.B.3. Consider establishing multi-family design standards for the residential properties which surround downtown.

Policy 3.C. Train the HLC and staff

- Proposal 3.C.1. Encourage HLC members and staff to regularly attend SHPO trainings for CLGs. This provides an important opportunity for HLC members to talk with other commission members and experience how other communities approach historic preservation.
- Proposal 3.C.2. Work with Yamhill County to host CLG training
- Proposal 3.C.3. Continue internal conversations between planning staff and the city’s building official to ensure departments are working well together.
- Proposal 3.C.4. Invite the city’s building code official to workshops and other continuing education events to ensure they are up-to-date on historic preservation efforts and policies in the city.

Policy 3.D. Continue to explore National Register nominations

- Proposal 3.D.1 Evaluate the viability of a north downtown residential nomination.
- Proposal 3.D.2 Work with Linfield College on a Historic Resources Inventory and potential campus nomination.
- Proposal 3.D.3 Evaluate a MPD for “Historic Granaries of McMinnville”
- Proposal 3.D.4 Explore a landscape nomination for City Park.

Policy 3.E. Implement survey recommendations identified in chapter 4.

- Proposal 3.E.1. Review findings from survey work conducted since 1984 to update the Historic Resource Inventory.
- Proposal 3.E.2. Conduct a reconnaissance level survey in the Hayden, Saylor, Baker, and Martin Additions.
- Proposal 3.E.3. Conduct a reconnaissance level survey to document the residential properties around the downtown area, particularly Rowlands Addition.
- Proposal 3.E.4. Conduct a reconnaissance level survey of Chandler’s 2nd Addition to include properties built through 1969 (or 50 years prior to whatever year the survey is conducted).
- Proposal 3.E.5. Conduct a reconnaissance level survey along SE Baker Street
- Proposal 3.E.6. Develop design review guidelines for the properties along SE Baker Street (or establish a conservation district) to retain the concentration of historic character at this entry to the city.

Policy 3.F. Provide resources for historic property owners to protect their historic properties

- Proposal 3.F.1. Consider conducting a survey of the downtown historic district to identify those properties which may be vulnerable to damage during a seismic event.
- Proposal 3.F.2. Assist property owners within the district as they carry out seismic retrofitting. This could be making them aware of any available financial incentives or working with groups of owners (with adjacent properties on a single block) to jointly tackle retrofits.

Goal 4: Increase Heritage Tourism

Heritage tourism is defined by the National Trust for Historic Preservation as,

[T]raveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. It includes visitation to cultural, historic, and natural resources. Research and planning for Heritage Tourism would include identifying local or regional points of interest, developing or organizing those points of interest for visitation, and developing promotional and informational materials and guides for distribution to travelers and tourists through tourism bureaus, chambers of commerce, and by other marketing methods.¹

McMinnville is already a destination and its rich history and built environment add to the city's appeal for tourists and residents, alike. Heritage tourism helps promote the city's history and is also good for the economy, as a 2003 study by the Travel Industry Association of America indicates, with heritage and cultural tourists spending more money and staying longer than other travelers.²

Policy 4.A Amplify the heritage tourism program for McMinnville

- Proposal 4.A.1 Work with Visit McMinnville to expand visitor awareness of McMinnville's heritage and historic resources online as a heritage tourism attractor.
- Proposal 4.A.2 Coordinate efforts to promote McMinnville as a destination for visitors with Visit McMinnville during Historic Preservation month.

1. Jamesha Gibson, "[Preservation Glossary] Today's Word: Heritage Tourism," *National Trust for Historic Preservation*, <https://savingplaces.org/stories/preservation-glossary-todays-word-heritage-tourism#.Wz5YR9hKg0o> (accessed July 5, 2018).

2. U.S. Department of Commerce and the President's Committee on the Arts and the Humanities, "A Position Paper on Cultural & Heritage Tourism," <https://www.oregon.gov/oprd/HCD/FINASST/docs/05WhitePaperCultHeritTourism.pdf> (accessed July 5, 2018).

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GOAL: Document and Protect Historic Resources (Goal 3 in Historic Preservation Plan)

Strategy	Action	HP Plan	Timeframe	Cost	Responsibility
Explore Viability of Individual Property Listings, Historic District Nominations, or Local Inventory Updates in Residential Areas North & South of Downtown	Conduct Outreach and Education with Property Owners in Areas	Proposal 3.D.1	12/31/21	Staff	City/HLC
Review Downtown Design Standards	Finish In-Progress Review of Downtown Design Standards Chapter & Recommend Updates to Planning Commission/City Council	N/A	2/1/21 - 6/30/21	Staff	City/HLC/City Council
Review Historic Preservation Portions of City Code and Policies (TBD)	Complete Professional Analysis & Potential Update of Code or Policies Related to Historic Preservation (TBD)	N/A	5/1/20 - 12/31/21	\$ (CLG Grant)	City/HLC/Consultant

GOAL: Increase Public Awareness and Understanding of McMinnville’s History and its Historic Preservation Program (Goal 1 in Historic Preservation Plan)

Strategy	Action	HP Plan	Timeframe	Cost	Responsibility
Educate Community on Historic Resources and Historic Preservation	Actively Promote National Preservation Month (May) by Participating in “This Place Matters”	Policy 1.A Proposal 1.B.1	5/1/21 - 5/31/21	Staff	City/HLC
	Complete Public Awareness/Education Projects for Historic Preservation (TBD)	TBD	5/1/20 - 12/31/21	\$ (CLG Grant)	City/HLC/Consultant
Acknowledge Property Owners that Preserve Historical Resources	Request Nominations for Annual Historic Preservation Award Program	Proposal 1.A.1	4/1/21	Staff	City/HLC/City Council
	Present Awards at City Council Meeting in May	Proposal 1.A.1	5/25/21	Staff	City/HLC/City Council
Make Information on McMinnville’s Historic Resources Readily Available	Update Historic Preservation Webpage on City Website Including Incentives	Proposal 1.D.1-3 Proposal 2.A.1 Proposal 2.A.4	4/30/21	Staff	City/HLC/Intern
	Add Examples of Complete Design Review Applications on Website	Proposal 3.B.2	5/31/21	Staff	City/HLC/Intern
	Map All Historic Resources and Post Maps on City Website	Proposal 1.D.4	5/31/21	Staff	City/HLC/Intern