

State Historic Preservation Office  
North Carolina Department of Cultural Resources

**North Carolina Historic Preservation Plan, 2013-2022**

**Goals and Objectives**

**I. Outreach/Communication**

- A. Heighten the HPO's role as the State's official historic preservation agency.**
  - 1. Increase the HPO's social media profile by growing the HPO's Facebook page/posts, e-newsletter and their recipient lists.
  - 2. Produce an annual "HPO Report Card" to distribute to state and local agencies, officials, and other interested parties.
  - 3. Create and distribute "flyers" that highlight new National Register listings, key rehabilitation tax credit projects, CLGs, grant awards, and historic preservation success stories.
  - 4. Better integrate the news and services of HPO on the Department of Cultural Resources webpage.
  
- B. Expand access to HPO services and incentives to increase participation in historic preservation efforts across North Carolina.**
  - 1. Work efficiently with local and regional partners to offer historic preservation educational opportunities that are widely publicized.
  - 2. Collaborate with local, regional, and state partners to heighten awareness of and participation in Preservation Month.
  - 3. Host an inaugural statewide summit for local preservation commissions and their staffs.
  
- C. Continue building a constituency that supports historic preservation as a civic virtue vital to community development, economic vitality, and quality of life.**
  - 1. Seek out new constituencies among realtors, attorneys, local government officials, neighborhood groups, planners, youth, underrepresented demographic groups, and small businesses and provide targeted information and training opportunities for them, including continuing education credits.
  - 2. Solicit invitations from civic groups across the state to make "Meet Your HPO" presentations.

**II. Partnerships**

- A. Enhance and nurture existing HPO partnerships.**
  - 1. Encourage non-Certified Local Governments to move towards certification.
  - 2. Assist the NC Main Street Program in promoting historic preservation as an economic development tool by providing technical assistance and support to Main Street communities and candidate communities.

3. Network with local, and regional, and statewide historic preservation non-profits to monitor emerging trends, including threats to and opportunities for historic preservation throughout the state.
4. Work closely with private and public universities and colleges to foster a greater appreciation of their historic resources and legacy assets.
5. Partner with the Blue Ridge National Heritage Area to identify additional preservation projects.
6. Raise the profile of the HPO and DCR with local historical societies and organizations through closer cooperation with the Federation of North Carolina Historical Societies.

**B. Develop new partnerships to leverage the HPO's impact.**

1. Cultivate new partnerships with allied entities that have a peripheral interest in historic preservation or may benefit from HPO services or incentives, such as:
  - a. Landscape Conservation Cooperatives and private land trusts (joint natural, archaeological, and built environment conservation efforts).
  - b. NC Division of Tourism, Film, and Sports Development.
  - c. Emergency management agencies/FEMA to foster greater consideration of historic resources during disaster preparation and recovery efforts.
  - d. NC Department of Public Instruction to explore the introduction and expansion of historic preservation and local history into the K-12 classroom curriculum.
  - e. Agricultural Extension Service and 4-H to further historic preservation as a community development strategy.

### III. Identification/Designation

**A. Identify the state's historic resources so that they become better known and understood and are incorporated into community, regional, and state planning.**

1. Maintain data entry and mapping for HPOWEB.
2. With OSA, continue development of an archaeological equivalent to HPOWEB, taking into account the special issues of site location and security.
3. Define priority survey areas for undocumented areas or those in need of an update, including completion of a comprehensive architectural survey for all 100 NC counties.
4. Develop and make available a digital application for architectural field surveys and updates, including exploring development of crowd-sourced mobile software for updating early surveys.

**B. After appropriate evaluation, designate eligible historic resources through NPS and/or other programs to allow for greater recognition, access to preservation incentives, and probability of survival.**

1. Examine the status of historic properties on the NC Study List.
2. Consider how to prioritize National Register nominations from the NC Study List.
3. Encourage more National Register nominations with an archaeological focus.
4. Identify, with land conservation partners, areas worthy of preservation for their historic landscapes as well as historic buildings and/or archaeological resources.
5. Encourage National Historic Landmark nominations for meritorious properties.

6. Work with Landscape Conservation Cooperatives and local governments to learn more about development trends and threats to historic resources through various technological planning tools.
- C. Foster identification and designation efforts at the local level and for under-represented populations.**
1. Conduct an internal review of how to assist non-professionals in preparation and submittal of National Register nominations.
  2. Conduct a systematic statewide survey of Rosenwald Schools.
  3. Encourage more National Register nominations that tell the story of underrepresented demographic groups.
  4. Explore how the HPO can better assist communities with limited financial resources prepare National Register nominations for historic districts.
- D. Make decades of research, survey, and information about North Carolina's historic resources as accessible as possible, utilizing cutting-edge technology.**
1. Develop a pilot project for digitization of county survey files.
  2. Find new uses for HPOWEB data.
  3. Enhance the HPOWEB app for mobile devices.

#### **IV. Education/Technical Services**

- A. Provide timely and expert assistance on matters related to historic preservation in North Carolina.**
1. Offer more historic preservation workshops and training through webinars and similar technological services.
  2. As time and budgets permit, provide on-site assistance to individuals, groups, or governmental agencies involved in preservation projects.
  3. Develop topical bibliographies on the role of historic preservation in "hot issues" such as sustainability, energy conservation, disaster recovery, in-fill, and share them through the HPO's newsletter.
- B. Increase the number of quality preservation projects.**
1. Conduct a pre-CLG grant application webinar to solicit more applications.
- C. Support efforts to train future generations in historic trades, skills, craftsmanship, and public history.**
1. Offer meaningful internships that provide a professional experience and result in a useful product or tool.
  2. Jointly sponsor hands-on workshops in the preservation trades/crafts.
  3. Seek partnerships between local boards of education, local historical societies and preservation groups, and state agencies, such as the NC Department of Cultural Resources and NC Department of Public Instruction to integrate local history into K-12 curricula.

## V. Advocacy

- A. **Foster job creation and economic development through historic preservation by demonstrating the return on investment from rehabilitation and reuse projects.**
  1. Develop case studies of preservation as a redevelopment catalyst.
  2. Work with the NC Department of Commerce to ensure that historic resources are addressed early in order to optimize selection of industrial development sites and community redevelopment programs.
  3. Update economic impact statistics regarding value of historic preservation to the state and local economy.
  4. Undertake (or assist in development of) and distribute a professional evaluation of the economic impact of historic preservation.
  
- B. **Strengthen programs and policies that affect North Carolina's historic and archaeological resources.**
  1. Conduct a study of available and potential historic preservation incentives and/or funding sources.
  2. Encourage decision makers at all levels of government and the private and non-profit sectors to find funding solutions to support broad-based historic preservation and archaeological programs.
  3. Encourage state agency stewardship of state-owned historic and prehistoric properties.
  
- C. **Help protect North Carolina's historic and archaeological resources.**
  1. Work with local, state, and federal agencies to incorporate consideration of historic properties and archaeological sites into early project planning.
  2. Make available HPOWEB GIS to all governmental agencies for incorporation into their GISs and use in local planning.
  3. Work with the NC Natural Heritage Trust Fund to identify candidate properties that have both historic and natural value and, depending on program funding, acquire properties for the benefit of the state and its citizens.
  4. Monitor easements acquired on tracts through Save America's Treasures, Preserve America, or battlefield protection grants.
  5. Offer training workshops/presentations on Section 106 of the National Historic Preservation Act and NC General Statute 121-12(a) for agencies, consultants, commissions, and others.
  
- D. **Cultivate support for historic preservation among elected officials.**
  1. As allowed, host legislative open houses/orientations for new state legislators to share the HPO's services and the value of historic preservation to state's economy.
  2. Partner with the NC Municipal League and the NC Association of County Commissioners' to provide newsletter content and presentations on historic preservation topics.