



WESTMORELAND PLACE & PUBLIC OUTREACH

A STUDY IN HISTORIC PRESERVATION EDUCATION

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INTRODUCTION



The architectural history of Salt Lake City is diverse and distinctive along the city's streets. It was initially shaped by the early Latter-day Saint pioneers of the 19th century. The first Governor of Utah Territory and Former Church of Jesus Christ of Latter-day Saints President, Brigham Young, is said to have proclaimed on July 24, 1847, "*This is the right place. Drive on* (Utah pioneers a local legacy, n.d.)." A place it certainly has become over the years since. Its architecture has changed and evolved through time. Its structures represent functionally and trends at different moments in history. Salt Lake City continues to change and evolve. Where once was an early pioneer settlement, stands a multi-cultural city today. From small bungalows to large mansions; locally owned shops to corporate headquarters, Salt Lake City has grown to be a defining urban area at the foot of the Wasatch Mountains.

There is a visual pattern of development in this city. The Victorian Eclectic houses of the 1800's still stand, while modern contemporary houses are being built today. It can be argued that the ability to see and preserve this kind of architectural change is an important endeavor in today's changing society. Change does not necessarily translate into destruction, at least not in the case of historically protected structures. The Salt Lake City government works to preserve both its residential and commercial buildings through zoning code. Therefore, the architectural integrity of these buildings is protected by law. It binds property owners of historic structures to take responsibility for preservation. However, do they truly understand these responsibilities? Are they aware of both the advantages and potential issues that may arise with historic property ownership?

This project explores this gap in historic preservation outreach. Through research, the project works towards an understanding of this problem by first producing a literature review of relevant research in the matters of historic preservation, public outreach, surveying methodology, and

historic district signage. This lends credence to the techniques performed and research methods done to produce the recommendations for this project. Next, a case study was conducted on the Salt Lake City Corporation's current historic preservation outreach methods. This was done on the basis that understanding how information is currently being proliferated, a better understanding of how information is being received by the public can be studied. After that, an examination of the Westmoreland Place Local Historic District in eastern Salt Lake City. A survey of the Westmoreland Place Local Historic District was conducted to better understand how this area is receiving information and how they would prefer to receive information. Finally, recommendations for Salt Lake City's historic preservation outreach was made based on the above research. These recommendations are for both Salt Lake City Corporation's current outreach process and topics that were discovered through the research of this project. The recommendations for future study are beyond the scope of this project, such as, historic preservation community associations and partnership with the University of Utah.

OBJECTIVE



The purpose of this project is to explore the gap between historic preservation information and the residents of local historic districts in Salt Lake City. This will be achieved first through a literature review of pertinent historic preservation and public outreach literature. Survey methodology will also be reviewed to ensure that the survey used for this project is ethical and effective. Lastly, signage is reviewed to evaluate its effectiveness in historic districts. The literature review is followed with an analysis of Salt Lake City's current historic preservation outreach methods. Next, a case study of the Westmoreland Place Local Historic District is performed. This case study provides an overview of the district's attributes and a survey of the property owners concerning outreach. Finally, recommendations based on the literature, Salt Lake City's current historic preservation outreach methods, and data collected from the survey in this project is produced. The recommendations will concern how Salt Lake City can increase communication to residents of local historic districts and future study opportunities beyond the scope of this project.

The justification of this project comes through the Salt Lake City Community Preservation Plan adopted on October 23, 2012. A vision statement of this plan is to *"Improve Education and Outreach (Salt Lake City Corporation, 2012, V-1)"*. This project seeks to assist in that vision by providing research needed to better understand the community dynamic between the Salt Lake City planning division and owners of historically designated structures. This project seeks to understand the methods that the community prefers for education. Thus allowing the Salt Lake City Corporation to concentrate on those efforts and ultimately provide a more effective means of outreach for Salt Lake City.

Although the Salt Lake City Community Preservation Plan addresses several important points concerning historic preservation outreach, this project only focuses on two policies and one action item. Per the Salt

Lake City Community Preservation Plan (2012), the following policies have been addressed as areas of interest:

- **Policy 5.1a:** Increase public awareness of the historic preservation program and its benefits.
- **Policy 5.1d:** Increase public visibility of positive aspects of historic preservation in Salt Lake City.
 - **Action 5.** Improve or increase the presence of signage denoting local historic districts and Landmark Sites throughout the City (pp. V-7 – V-10).

The overall research question of this project is: **How do we effectively communicate historic preservation information to property owners in local historic districts in Salt Lake City?**

LITERATURE REVIEW



Foundations of Historic Preservation

What is historic preservation in a broad sense? In Burley and Peterson's study (2011) (as cited in The American Institute of Architects, (2000), *"Preservation applies the measures necessary to sustain the existing form, integrity, and materials of a historic property. Preservation work generally focuses on the ongoing maintenance and repair of historic features and materials rather than extensive replacement and new construction (p. 1)."* Although historic preservation might have more definitions, this is generally how historic preservation is conducted in the United States. However, its enforcement, depends on the laws of the municipality.

Once a community chooses to adopt a preservation philosophy, how can it be enforced? How can a community ensure that these historic structures they value are adequately preserved? This is done by enacting a local historic district. According to Salt Lake City Code 21A.34.020.B.1. (2016) a local historic district is, *"A geographically or thematically definable area within the H historic preservation overlay district designated by the city council pursuant to the provisions of this section, which contains buildings, structures, sites, objects, landscape features, archeological sites and works of art, or a combination thereof, that contributes to the historic preservation goals of Salt Lake City."*

Putting it another way, a local historic district must be in place in order to provide protection of structures deemed to be historic. Once a historic district is created, there is legal teeth binding the owners to preservation. This legal power comes from the National Historic Preservation Act of 1966, which gave local governments the authority to make local historic districts (Tyler, Ligibel, & Tyler, 2009, p. 155).

A local historic district puts additional legislation on a property. It can be looked at as a restriction on property rights or an amplifier of protection

depending on who is asked. It can be argued that the historic overlay legislation provides many benefits to property owners, the municipality, and the world as a whole. However, it is not without its critics and this project seeks to assist in educating the public; shedding a positive light on historic preservation to alleviate this criticism. Next, an examination of what type of concerns people may have regarding a local historic district. From there we can examine the benefits that a local historic district designation can offer. Finally, approaches of resolving the public's criticism and putting those concerns to rest. Let us begin with some perceived issues with local historic districts.

Perceived Issues with Local Historic Districts

Even though there are many benefits to local historic districts, which will be delved into later in this review, there still seems to be multiple concerns from various individuals and entities concerning them. Where do these concerns stem? Shouldn't the positives of local historic designation outweigh any potential negatives? It seems to be debatable amongst some. Ironically, some of this criticism may stem from the government itself.

Potential Concerns from Local Government Agencies

Why would local government agencies be concerned with having a local historic district? According to Tyler, Ligibel, and Tyler (2009), a potential fear from a government agency could be losing its power to another agency or possibly having more work to do because of new historic processes that are now in place. There is also the monetary aspect involving the additional administration costs from the new historic

district processes. Finally, the increased legislation from the local historic district may impede improvements that different agencies might like to implement (p. 179). One can argue that these are legitimate concerns, but fear of losing power, an additional work load, and not being able to do a project could seem rather superficial in light of the “bigger picture”. However, the economic issue of greater costs could be argued as legitimate due to its financial burden. Still, it is not just the government with concerns, the local property owners within a local historic district have a plethora of concerns concerning local historic district designation.

Potential Concerns from Property Owners

According to Lea (2003), preservation is a balance between property rights for the homeowner on the one side and thought for the city as a whole on the other side (p. 1). A double-edged sword between personal design choice and additions for the citizenry and regulation for the protection of history for the municipality. Ultimately, the constitution allows a municipality to have zoning code, which legally can put limits on the property rights of its residents (Tyler, Ligibel, & Tyler, 2009, p. 180). This is the law and as citizens we must abide or pay the consequences. Still, Quoting Tyler, Ligibel, and Tyler’s (2009) citizen battle yell, *“Don’t tell me what I can and can’t do with my own property (p. 179)!”* People have a connection to their property and it requires sensitivity.

Isn’t the property in a local historic district still what the resident’s call “home” though? An emotional sense of “place” could be present for these people and the whole idea of “property ownership” might have a deeper meaning for these individuals. For example, a property owner might want to add an addition to their house. Wouldn’t that addition

make that parcel of property “their own” and give them a sense of place? It could. However, the addition could also take away from the original structures architectural significance and destroy the visual cohesiveness of the neighborhood. In this sense, placemaking for others is sacrificed.

According to Murtagh (2006), it can be argued that the increased cohesiveness that the local historic district protects, helps to create the sense of place for the residents. By having the increased legislation brought on by a local historic district, the neighborhood can retain what makes it a “place”. When too many infringements come into the neighborhood, the identity of that place changes and it may become a different place than the residents have come to know (p. 94). Ultimately, the collective seems to win over individual property rights in local historic districts.

With all of these concerns for the property owner and the municipality, it is understandable how residents can have reservations about historic preservation? Who wins then? In the end, it could be argued that everybody wins when historic preservation is done with stakeholder awareness and procedure, but the parameters of the benefits should be understood by the stakeholders to begin with in this process. There are many tangible benefits to historic preservation for both individuals, private business, and government. However, if they are not aware of them, then they cannot enjoy them to their fullest. These benefits go beyond just having the charm and character that an older, historic neighborhood can provide for people. We will examine these benefits next.

Benefits of a Historic District

The benefits of having historic districts in a city are numerous. There are benefits that can come from both national and local designation. In Salt Lake City, many local historic district structures are also overlaid with national historic designation, so we will examine the benefits of both. Tyler, Ligibel, and Tyler (2009), identified several benefits that historic districts can offer both property owners and the public at large. Next, we will delve into six benefits that historic districts can provide.

Shield against Destruction of Historic Property

According to Tyler, Ligibel, and Tyler (2009), the main reason for the majority of historic districts is for protection. There is no size limit to these districts. A city can have protection for a small district with a few structures in it or they can have multiple districts all over the city (p. 157). Regardless of size though, only a local historic district can offer protection from the destruction of property. The national historic district primarily offers financial incentive which will be described in the “Improvement Incentive” section later. A local historic district falls under city zoning code and is part of the legal process of the city. Changes to structures in local historic districts require approval of a historic commission (Murtagh, 2006, p. 90). Although in Salt Lake City, some changes are handled administratively through a Certificate of Appropriateness.

The historic commission is a group of individuals that is made up of appointed individuals. They decide matters, such as, what alterations are appropriate for historic structures and if such alterations preserve the historic character of the structure. Although some municipalities have that power delegated to their Planning Departments and matters

such as minor alterations can be dealt with administratively, rather than being brought before the historic commission.

Guidance of New Development

Preservation might seem to be the antithesis of development, but it can assist in the development and revitalization of areas of the city that are in need of aid. According to Tyler, Ligibel, and Tyler (2009), preservation provides an opportunity for entrepreneurs. For example, it allows them to purchase older buildings that could be deteriorating and need of improvement (p. 159). Being in a historic district, design standards and the historic integrity of the structure need attention, but generally the structure is greatly improved upon and brought back to functionality and appeal (Tyler, Ligibel, and Tyler, 2009, p. 159). This improvement does not mean that it needs to serve its original function, so the concept of adaptive use can work through preservation efforts as well (Murtagh, 2006, p. 99).

According to Murtagh (2006), adaptive use occurs when the structure is no longer used for the purpose it was originally built to serve (p. 99). This shows that preservation is not just about keeping everything the same as it was years ago as some might believe. These structures can be rehabilitated and the use can change to something that is appropriate for the areas current use or envisioned use per a municipality’s master plan.

There is potentially great side effects from adaptive use. For instance, if an area is struggling to re-develop overall, a successful rehabilitation of one structure could possibly create a domino effect on other structures in the area.

Tyler, Ligibel, and Tyler (2009) explain that the rehabilitation of older buildings can turn them into desirable properties and this in turn can increase the economic value in the area. This can lead to further development in the area which can bring back energy to a depressed area. In this sense, everybody wins. The developer makes money, the city is improved, and the structure itself is preserved. The new life that's breathed into the area raises property values and creates a desirable location in a once undesirable place (pp. 159-160).

Improvement Incentive

Although the focus of this project is directed at local historic districts, the national historic districts are worth mentioning here. Several national district structures overlap with local historic district structures, so property owners can benefit from both entities. According to Murtagh (2006), The Tax Reform Act of 1986 allows for tax credits for the improvement of historic structures. These tax credits assist federal taxes through the Internal Revenue Service. In order to achieve the highest level of credit, a two-step process must be done: (1) The structure needs to be an individually listed on the National Register or a contributing structure in the National Register Historic District. (2) Quality of the workmanship for the rehabilitation (p. 95). These tax incentives can apply to both developers and property owners alike. Developers can be incentivized to do projects for historical structures and property owners can be incentivized for home repair or improvements.

Growth or Balance of Property Values

Property values tend to be a concern for many land owners. A person's house can also be viewed as an investment and purchasing a house is generally a substantial amount of money. With this in mind, people protecting their investment seems reasonable. It also lends credence to the idea of them "*doing what they want to do with their property.*" According to Murtagh (2006), a great advantage to property values in historic districts is that no United States neighborhood with historic zoning has dropped in value (p. 94). Thus the property owner's land value is bettered through historic preservation.

Encouragement of Public Relations

According to Tyler, Ligibel, and Tyler (2009), historical structures can encourage tourism to an area. The structures themselves can bring activity to a city and invigorate an areas activity (pp. 163-164). People can see a structure once owned by a prominent person or unique architecture as a product of its time. Tourism relates to the public at large and is a benefit for many people in general, not just property owners.

The above mentioned benefits (outside of tourism) are mostly local in scale. However, greater global impacts are made by historic preservation through the environmental sustainability aspect. Next, let us examine the environmental benefit to historic preservation that helps in global sustainability.

Environmental Sustainability

The Environmental Protection Agency defines sustainability as, *“Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations* (United States Environmental Protection Agency, 2016).” Sustainability is a priority at the federal level, but it trickles down to local municipality efforts.

At the local level in Salt Lake City, sustainability is supported in numerous ways, but it is also indicated in the Salt Lake City Community Preservation Plan. This lends credence to the importance of historic preservation contributing to the sustainability efforts of Salt Lake City. According to the Salt Lake City Community Preservation Plan (2012), *“The City practices historic preservation with an eye towards the future. Preservation is a key tool for achieving the City’s goals for economic, environmental, and community sustainability. Historic preservation involves the use and reuse of existing structures, which translates into lower environmental impacts* (VI-1).”

According to Tyler, Ligibel, and Tyler (2009), by using existing materials and not engaging in new construction, energy and waste can be lessened. In order for a structure to be replaced, energy has to be used to demolish the building. After the demolition, the scraps that are now rendered useless are sent to landfills. Material that could have possibly endured more life and had further use is now lost, so it is essentially “wasted” material now. Then adding that material to a landfill, further reduces space that could potentially be used for other purposes. It also creates energy loss from the new construction started in its place (p. 299). This reinforces the Salt Lake City Community Preservation Plan

(2012) Policy 6.1f: *“Encourage architectural salvage efforts to promote the reuse of historic building materials and to decrease the need to create new building materials from raw materials that have to be harvested, manufactured and transported from far away* (VI-7).”

Now that we have examined the benefits of historic districts, how can we communicate that to remedy citizen criticism towards preservation?

Solutions for Citizen Criticism towards Preservation

According to Tyler, Ligibel, and Tyler (2009), three concepts can be examined to deter criticism from historic district property owners: (1) Have an open, educative environment through data on historic districts, along with its history and importance. This helps in developing trust from them and ultimately support from them later. (2) Have ordinances that combine law with incentive. (3) Invite dialogue and be open-minded about decision making from the start (pp. 180-181). The answer to my research question, *how do we effectively communicate historic preservation information to property owners in local historic districts in Salt Lake City*, might lie in increased public outreach from a municipality. Next, we will examine the basics of public outreach.

Foundations of Public Outreach

From my research in solutions for citizen participation towards preservation, it seems public education is key to solving the disconnect people may have with local historic districts. Tyler, Ligibel, and Tyler (2009), stressed an open, educative environment and citizen dialogue (pp. 180-181). What is public outreach?

Public outreach is based on the concept of civic engagement with a community. According to Banyan (2016), Civic Engagement is a *“broad set of practices and attitudes of involvement in social and political life that converge to increase the health of a democratic society.”* Although the purpose of this paper is to increase Salt Lake City’s historic preservation education to the public, can their also be a mutual education for the Salt Lake City Corporation through local knowledge?

Value of Local Knowledge

A great benefit of outreach is the addition of local knowledge. A survey was chosen as a method of research because of the relevance of personal views the public may have concerning historic preservation. The survey gauges engagement, but it also allows for additional comments from the respondents. This allows for the opportunity to learn from the property owner’s understanding and experience. According to Innes & Booher (2010), *“Local knowledge fills gaps, provides information about context, and offers pragmatic, experience-based insights from those who know a situation firsthand. Local knowledge can challenge dominant professional discourses. Including lay voices, especially those of marginalized people who seldom have an impact on the decisions that affect their lives, is a matter of justice and authentic democracy (p. 170).”* Because of this reasoning, a survey is a fair and just mechanism that allows for the ideas and feelings of property owners in local historic districts to be added to this project.

Survey Methodology

The following section details survey types and the concept of a well-meaning survey. It is the intention of this project to not only achieve optimal results from surveying the Westmoreland Place Local Historic District, but also have the appropriate survey ethics for the research. Public outreach can be implemented through the survey to learn from property owners concerning historic preservation matters. However, the upmost fairness and openness is necessary for those respondents involved with the survey for this project. Therefore, the following methods were studied to achieve this level of research.

Survey Types

There are several types of surveying, but in order to obtain optimal results, the proper surveying techniques should be applied. According to Rao (2000), surveys can be done through the mail, e-mail, telephone, face-to-face, or through a mixture of methods (p. 216). Face-to-face surveying typically gets higher responses than surveys conducted through mail or over the telephone (p. 217). Regardless of the type of survey employed, the survey used must be ethical. The respondents must respected and the survey methods must be defined. Next, let us look at the essentials needed for a proper survey.

Essentials of a well-meaning survey

According to Lohr (1999), the following sampling elements are defined in order to clarify what a well-meaning survey entails.

- **Observation Unit** – Individuals who take the survey.
- **Target Population** – The type of observations in the survey.
- **Sample** – Detachment of the population.
- **Sampled Population** – The population of the sample.
- **Sampling Unit** – What is “really” sampled.
- **Sampling Frame** – List of sampling units (p. 3).

From Lohr (1999), a sample should be representative. This means that each sample unit will exhibit the features of the units that are recognized in the population (p.3). A well-meaning survey also avoids selection bias as much as it possibly can with the population. Selection bias happens when a portion of target population isn’t sampled (p. 4). In order for a survey to avoid selection bias, a clear representative sample needs to be surveyed. Also, the concepts of no harm, anonymity, and confidentiality must be employed. The people surveyed must not be manipulated or later punished for answers provided. According to Babbie (2013), the survey’s reliability is also a factor. Reliability is defined as applying the same treatment, given to the same entity, producing the same results every time (p.148). Obviously, the same survey given to many different people will probably give different results, but it is the same survey that is distributed, the content is not changing.

Part of the survey will address the property owners in Westmoreland Place Local Historic District’s interest in historic district signage. This project will examine the use of signage in a local historical district.

Signage plays a role in wayfinding for many planning matters, but this project wants to specifically examine its role in identifying local historic districts.

Signage in Historic Districts

Signage can act as a mechanism for people to recognize they are in a historic district. Historical markers are used across the nation to identify landmarks, the same principle can be applied to entrance signs. Historic district entrance signage can be utilized at the entrances of historic districts to act as a gateway for the district, for example, the Mill Yard Historic District in Massachusetts. See image on the following page.

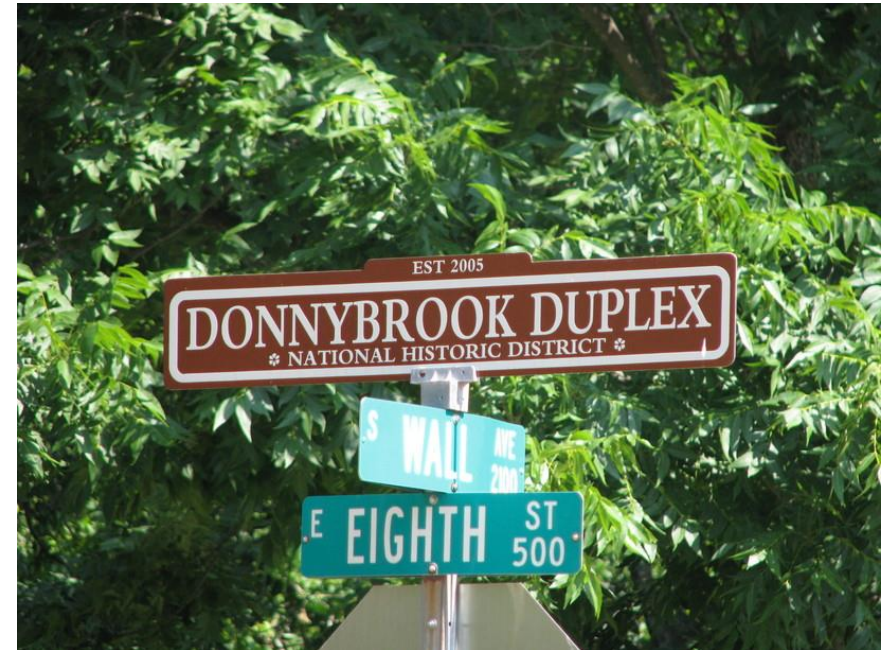


Source: Massachusetts Association of Historic Preservation Commissions, n.d.

Cities in Massachusetts have took well to this. According to the Massachusetts Association of Historic Preservation Commissions, *“Many communities in Massachusetts have placed “Entering Historic District” signs at the boundaries of their local historic district or national register district. These signs are an excellent way to recognize a designated area for visitors and residents alike (Massachusetts Association of Historic Preservation Commissions, n.d.).”*

Street signs can be utilized to identify a historic district as well. Not only around the entrances, but also from within the historic district. The sign post can serve both wayfinding and historic district identification. Wayfinding is assisted by using the street sign for activities, such as,

orienting direction or finding addresses. A historic district sign can be placed above this street sign to assist in historic district awareness. The below image shows such signage in the Donnybrook Duplex National Historic District in Tyler, TX.



Source: City of Tyler, n.d.

Signage as Community Engagement

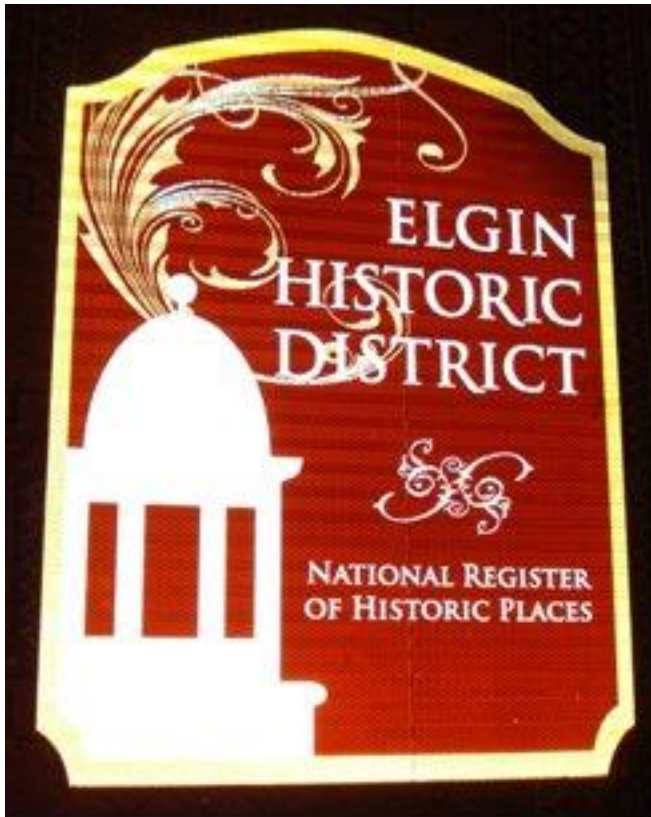
Signage can be beneficial for public awareness that a neighborhood is designated a historic district, but the residents of a historic district could potentially take part in the creation of the signage. This is an excellent way to combine historic preservation education and engagement from the community in historic preservation matters. Rather than just relying on organizations to educate them on historic preservation, historic district neighborhoods can engage by the creation of their own unique signs. Thus empowering the neighborhood to implement signage that represents them. This is what the Gifford Park Association did with its historic district signage.

The Gifford Park Association is a community enhancement and historic preservation group in the city of Elgin, IL (The Gazette Gifford Park association quarterly newsletter, 2012). The following is their historic signage story:

“Back in the 80's the Gifford Park Association applied for a Community Development Block Grant to get signage for our historic district. We received \$18,000 and bought twenty eight small entryway signs and six large interpretive signs. Volunteers made the fancy sign tops and painted them. Several years ago volunteers painted them again. Many have since been broken and all are in bad need of paint or repair. Several years ago the Gifford Park Association proposed getting new signs. We studied signs from around the nation for inspiration. Over the past year we have asked volunteers to design a sign for our neighborhood. Jackie Settapani, Chuck Keysor and Tony Sanchez all came up with an impressive array of wonderful designs. After much debate, we finally settled on an offering from Tony. We sent him back to the drawing board to tweak it. He did so and a prototype was made by the sign company. We still have to pass over a few more hurdles but our

new signs should be installed in the spring. Our thanks go out to everyone who participated in the process of making new signage a reality (The Gazette Gifford Park association quarterly newsletter, 2012).”

This demonstrates the potential of citizens that are educated in historic preservation, being advocates and volunteers for such signage. It unites the power of a neighborhood association with the need for historic district signage in a city. The end product is a sign that represents the people of the historic district. The image on the next page is the new sign created for the Elgin Historic district.



Source: The Gazette Gifford Park association quarterly newsletter, n.d.

Now that several sources have been researched, an analysis of Salt Lake City's current preservation outreach methods is examined in the next section.

SALT LAKE CITY'S CURRENT PRESERVATION OUTREACH



Current Outreach Methods

According to the Salt Lake City Community Preservation Plan (2012), *“The City currently does not perform extensive education and outreach as part of its historic preservation program. Available information on historic preservation is limited to functional descriptions of program components and procedures and is conveyed largely through the Historic Preservation website (V-2).”* My research has shown this to be largely true, however, the Salt Lake City Corporation does have several outreach sources this project explores in addition to the website.

Salt Lake City has a diversity of historic preservation outreach methods to inform its residents. The following list details these outreach methods per my own research into Salt Lake City’s outreach and the input from the following individuals: Salt Lake City Planning Division Senior Planners, Michael Maloy and Lex Traugher and Salt Lake City Civic Engagement and Innovations Manager Nole Walkingshaw. People have outreach options such as: written and online material, open meetings for face-to-face contact, published phone numbers and emails of planning staff, mailings, signage, and newsletter subscriptions. These techniques are outlined in more detail below beginning with the Salt Lake City website.

Salt Lake City Government Website

The Salt Lake City government website has a plethora of information concerning historic preservation. It is essentially the main source of historic preservation information for Salt Lake City. The website contains a forum known as “Open City Hall”. This forum allows people to post their thoughts and also read other comments online. Currently, there is a city wide survey for historic preservation applicants (Salt Lake

City, 2016). The Planning Divisions Historic Preservation Program webpage, located at www.slcgov.com/historicpreservation, is where the City’s historic preservation outreach is contained. It contains several links and sub links outlined as follows:

- Planning Home
- Historic Preservation Home
 - ACHP (Advisory Council on Historic Preservation)
 - Profits Through Preservation - The Economic Impact of Historic Preservation in Utah
- Starting a Project
 - Step 1. Is my property historic?
 - Step 2. Planning Counter – the first contact with the Planning Division
 - Step 3. How to get Approval
 - Step 4. Historic Landmark Commission (HLC) Review
 - Step 5. To get a Building Permit
- Districts & Landmarks
 - Local and National Historic Districts Maps
 - Local and National Landmark Sites
 - Utah Division of State History
 - Salt Lake County Archives
 - Surveys
- Rules, Guidelines & Resources
 - Salt Lake City Preservation Program Philosophy Statement
 - Salt Lake City Community Preservation Plan
 - Salt Lake City Zoning Ordinance
 - Commercial Design Guidelines
 - Historic Apartment and Multifamily Buildings Design Guidelines

- Residential Design Guidelines
- Signs Design Guidelines
- National Park Service
 - Secretary of the Interior’s Standards for the Treatment of Historic Properties
 - Preservation Briefs
- The Utah Guide for the Seismic Improvement of Unreinforced Masonry Dwellings
- Historic Landmark Commission
- FAQs
 - Designation Questions
 - What Work Needs Approval in Local Historic Districts
 - How to Obtain Approval in Local Historic Districts
- Incentives
 - Federal Tax Incentives for Preservation
 - Utah Historic Preservation Tax Credits
 - Utah Heritage Foundation Resources
 - SLC Housing and Neighborhood Development
 - SLC Redevelopment Agency
 - Assist, Inc.
 - Community Action Program
- News and Awards
- Planning Division Blog
- Contact Us (Salt Lake City, 2016)

There is a lot of general information about historic preservation on the website, but for the purposes of this project, the “Starting a Project” link is crucial. This link guides the public through the historic approval process in 5 steps. Each step details the parameters necessary for completion. First, it helps people develop an understanding of their property and if it is a candidate to begin with. Then details the steps leading to a building permit.

There is a wealth of information accessible to anyone with an internet connection. However, what if someone does not have access to the internet or technical knowledge of a computer? Even in this information technology age, we still need to be able to accommodate those with limited accessibility to technology. There are other methods of outreach for those individuals without this option or for those who do not prefer the internet. One of these options could be an open house public meeting.

Open House Public Meetings

An open house public meeting is an open forum hosted by the Salt Lake City Planning Division. It allows for the public to come to the City & County building and receive written information. They can also ask questions from the planning staff. This option provides face-to-face contact with the public and allows for a trust building dynamic to be established. It can also be a format for residents to interact with other residents. The City & County Building is ADA accessible, so all people may attend. Another public meeting that discusses preservation matters are the Historic Landmark Commission public meetings.

Historic Landmark Commission Public Meetings

People may also attend the Historic Landmark Commission meetings. These meetings are open to the public and are held monthly or as needed (Salt Lake City, 2016). These meetings discuss preservation matters that have been brought to the Salt Lake City government and offer the public an opportunity to see how this stage of the process is done. Another public meeting that may also discuss historic preservation information are community council meetings.

Community Council Public Meetings

Community Councils are another area where outreach takes place. Salt Lake City's Community Councils partner with city government and other entities. They are a forum of discussion and education. However, they still set their own agendas. In other words, historic preservation education is not mandatory on the agenda, even if a historic district is within their boundaries. However, it is still an option for those individuals. Public meetings are useful for issues that might involve multiple people, but what if there is a specific matter that pertains to a resident? Informational mailers can be sent directly to people concerning historic preservation matters that directly impact them.

Informational Mailers

Informational Mailers, such as, Notice of Hearings are sent to all property owners and residents within a 300 foot radius if there is a historic preservation matter that might impact them within that distance. This allows the public to engage their thoughts on a historic preservation matter that impacts their neighborhood. However, the issue is still completely open to the public, not just the people close by. The hearing is also open to others that are not directly impacted and they are allowed to attend.

Public Postings and Posters

A public posting is a temporary, visual notification of local historic district matters posted in a neighborhood that could be impacted by an alteration. The downside is that the public has to pass by it and take notice in order for it to be effective. However, it does aid in the diversity of information distribution. Posters are more educational in nature and might be used in the form of a large map at a meeting.

Newsletter Subscriptions

Citizens can also subscribe to email newsletters through the Salt Lake City website, located at www.slcgov.com/planning/planning-citizen-participation. The Historic Landmark Commission has a newsletter offered through here. There is also a newsletter available from the K.E.E.P Yalecrest (Keep Educating and Encouraging Preservation of Yalecrest) organization. This is a historic preservation community organization and the only neighborhood level organization in Salt Lake City that was identified in the research for this project. According to its “Mission” from its website at Keepyalecrest.org, *“The mission of K.E.E.P. Yalecrest (Keep Educating and Encouraging Preservation of Yalecrest) is to help preserve and protect the Yalecrest neighborhood, designated on the National Register of Historic Places, by providing advocacy, education and recognition of its community, history, landscapes and historic architecture (Keep educating and encouraging preservation of Yalecrest, n.d.)”* Although the organization is directed at the Yalecrest area, it is still an organization that provides educational material for historic preservation and can be subscribed to through the Salt Lake City website.

Handouts and Brochures

The Salt Lake City Planning division uses several printed handouts and brochures that can be obtained through the planning office, local events, open houses, city meetings, etc.

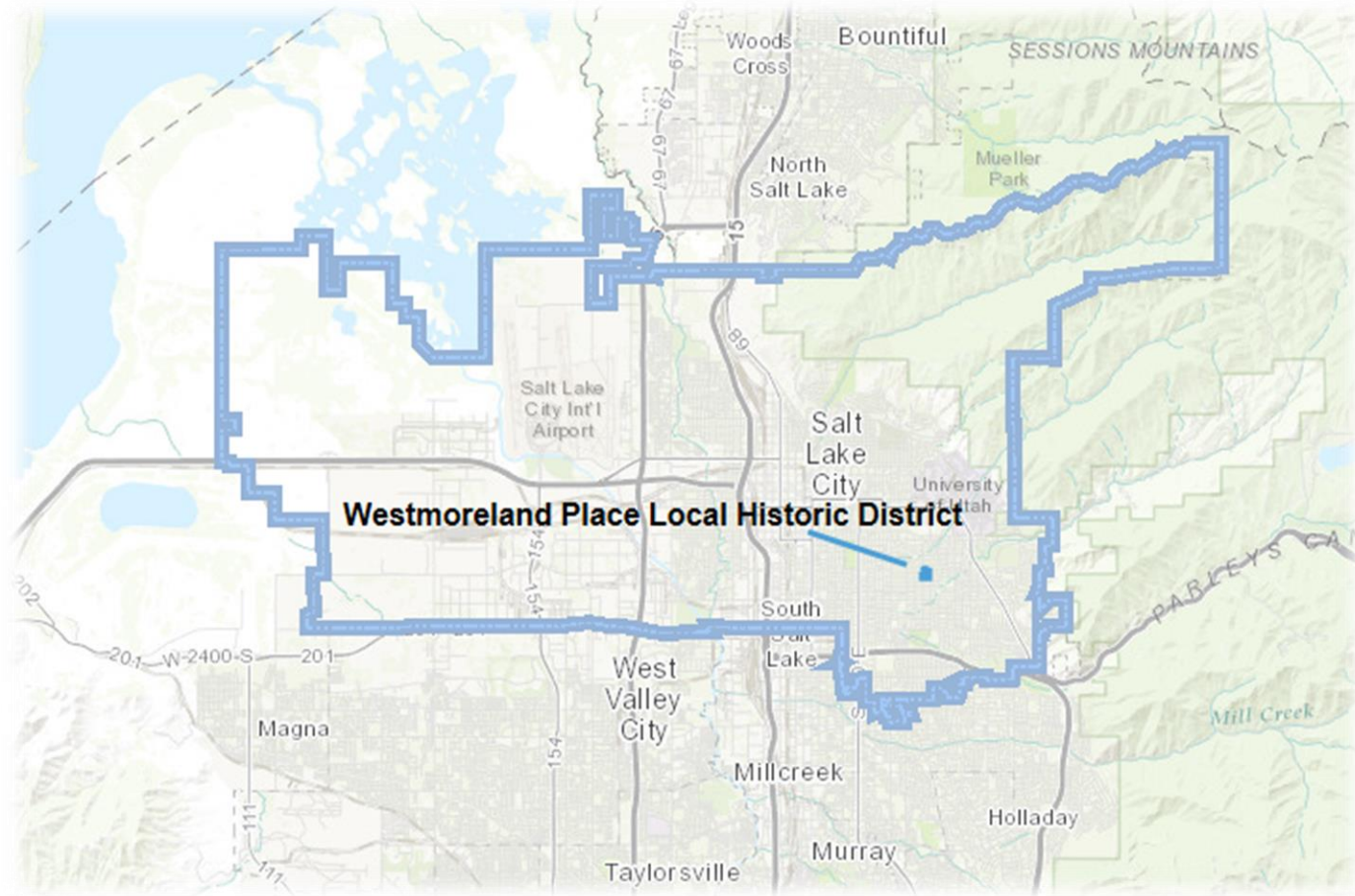
Direct contact from Salt Lake City Planners

Phone, email, face-to-face conversations with Salt Lake City Planners also provide outreach. This provides a one-on-one approach where specific questions may be asked.

Now that we have examined methods that Salt Lake City employs to educate people on historic preservation. Let us turn our attention to one local historic district in Salt Lake City as a case study to examine Salt Lake City’s outreach and its effectiveness.

CASE STUDY:

Westmoreland Place



Source: Salt Lake City Corporation, 2016.

Background

Westmoreland Place Local Historic District is a small neighborhood located in the eastern area of Salt Lake City. It is approximately between 1300 South and Browning Avenue and 1500 East and 1600 East. It was chosen as a case study area because of its small size and conforming neighborhood character. Because of this small size and conforming neighborhood character, it can be studied and sampled effectively for the scope of this project. It is the intention for the research of this project to be applied to other local historic districts across Salt Lake City. The Westmoreland Place Local Historic District is typical of other historic districts throughout Salt Lake City, with similar architecture and neighborhood cohesiveness, so generalizations can be inferred from the data acquired from the district.

The following data for the Neighborhood Characteristics section was gathered from the Salt Lake City-IGIS software (2015) and the Architectural Survey Data for Salt Lake City (2010).

Neighborhood Characteristics

Developers: Dunshee brothers, Earl and Clark O.

Parcels: 52

Average Acreage: 0.18

Years Built Range: 1913 – 1952

Year established as a Local Historic District: 2010

Land Uses: 50 Single Family, 2 Duplexes

Architectural Styles: Arts & Crafts, Bungalow, Clipped-Gable Cottage, Colonial Revival, English Cottage, English Tudor, Late 20th Century, Minimal Traditional, Neo-Eclectic, Prairie School

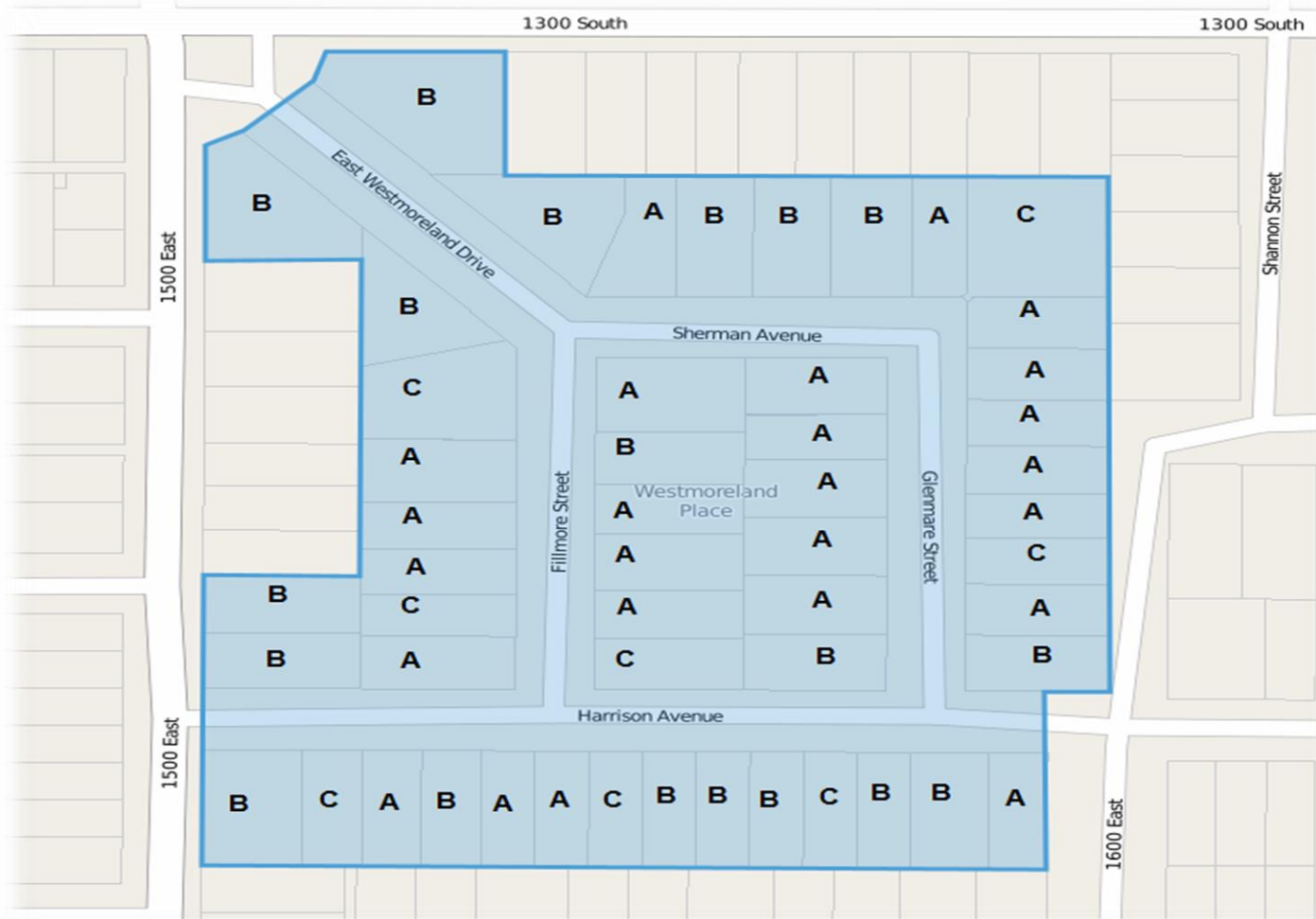
Current Zoning: 14 R-1-5000: Single-Family Residential District
38 R-1-7000: Single-Family Residential District
(Architectural Survey Data for Salt Lake City, 2010;
Lufkin, 2010, p. 5; Salt Lake City Corporation, 2015)

Historic Status

According to Lufkin (2010), the Salt Lake City government has categorized structures in the Westmoreland Place Local Historic District as A, B, and C. These categories were developed by information from SHPO (State Historic Preservation Office) to show age and architectural integrity. The categories for historic preservation classification are defined as follows: (A) Significant: More than 50 years old, has its historic or architectural integrity unchanged or with minor alterations. (B) Have most of their historic integrity with some alterations. (C) Architectural integrity is gone because of alterations (p. 4).

According to the Architectural Survey Data for Salt Lake City (2010), The Westmoreland Place Local Historic District contains 25 A, 19 B, and 8 C structures within its boundaries. See image on the following page for the parcels containing these categories.

GIS Image of Westmoreland Place Local Historic District Historic Classifications



Legend

- A) Significant: More than 50 years old, has its historic or architectural integrity unchanged or with minor alterations.
- B) Have most of their historic integrity with some alterations.
- C) Architectural integrity is gone because of alterations.

Sources: Architectural Survey Data for Salt Lake City, 2010; Lufkin, 2010, p. 4; Salt Lake City Corporation, 2016.

Salt Lake City Historic Preservation Public Outreach Survey

For the purposes of this project, a survey was determined to be an effective form of information gathering. The ability to ask specific questions concerning how a person receives information and how a person prefers to get information are valuable assets. Also, learning about their feelings towards certain information tools, the historic district, and historic preservation in general is helpful. It is a mechanism that allows for additional personal comments in the survey and through this insight, input can be offered on issues that previously might not possibly have been addressed.

The survey will be reliable because the same survey questions will be given to each property owner. The survey is also ethical because it is anonymous and voluntary. The information gathered will not be used to harm the participants and no action will be taken on them because of their participation. The survey is representative because all people surveyed are property owners in the Westmoreland Place Local Historic District or if the structure is owned by a business or organization, then the decision maker for that entity is asked to participate in the survey.

Attributes of the Westmoreland Place Local Historic District that allow for its results to be inferred elsewhere in Salt Lake City are as follows:

- (1) Architecturally similar to other local historic districts in Salt Lake City. Many of the architectural styles in the Westmoreland Place Local Historic District can be seen in other local historic districts in the City. For example, the University Local Historic District. The Reconnaissance Level Survey of Salt Lake City -University Historic District Survey (1995) lists the architectural styles of:

Bungalow, Prairie School, English Tudor, Colonial Revival, and Arts & Crafts. These styles are also found in the Westmoreland Place Local Historic District. The Central City Local Historic District contains almost all of the styles that are seen in the Westmoreland Place Local Historic District. According to the research performed by Certus Environmental Solutions, LLC (2013), the architectural styles of Arts & Crafts, Clipped Gable Cottage, Prairie School, Minimal Traditional, Late 20th Century, Bungalow, English Cottage, and English Tudor are all in this district.

- (2) Small size. Operationally, the small number of 52 parcels makes surveying one property owner per parcel in a local historic district manageable and reasonable. Selection bias is mitigated because all parcels will be surveyed. It also makes door-to-door interviewing practical. A door-to-door, interview method is not only effective for results because of the potential for a higher response rate, but also allows for face-to-face community engagement from the City on historic preservation matters. For the purposes of this project, only one property owner per parcel will be surveyed. Based on the assumption that information distribution from Salt Lake City Corporation would essentially reach each household, so only one person will be necessary. If the structure is owned by a business or organization, then the decision maker for that entity will be surveyed.

Purpose

All owner-occupied parcels of the Westmoreland Place Local Historic District will be attempted by a door-to-door approach. By making the assumption that only the property owners would make decisions concerning the alteration of the structure, the surveys are focused on only one property owner per parcel. By surveying the residents of one local historic district, it will allow for more specific data on historic preservation and outreach in that neighborhood. The Salt Lake City Corporation has had a historic preservation survey which was implemented by the Salt Lake City Civic Engagement Team. However, this survey was online and was city-wide. This projects focus is narrower, but hopes to expand the research performed for outreach implementation to the rest of Salt Lake City based on the similarities of the Westmoreland Place Local Historic District to other local historic districts in Salt Lake City. Because the survey is anonymous, the survey results can be combined to show charts of responses for each question. The results can then be further analyzed to determine various outreach methods effectiveness. The written responses cannot be shown graphically, but they written separately and included in the analysis. Ultimately, a general idea of the Westmoreland Place Local Historic District's level of historic preservation awareness can be examined and used for recommendations.

Method

Observation unit – Property Owners/Decision Makers

Target Population – Westmoreland Place Local Historic District

Sample – 52 parcels

Sampled Population – One property owner/decision maker per parcel

Sampling Unit – 9 property owners/decision makers

Sampling Frame – 9 completed surveys

Survey Structure

The survey is a one-sided form containing six questions. The first two questions are multiple selection and have an “Other” option with space for written responses. The remaining four questions gauge respondents feelings and are given a range to choose answers numbered 1-5. The numbers correspond to the following descriptions.

- Strongly Disagree = 1
- Disagree = 2
- Neutral = 3
- Agree = 4
- Strongly Agree = 5

The final portion of the survey asks the question *“Is there any historic preservation information you would like for the Salt Lake City government to provide?”* A space for a written response is provided for it. See Appendix A for an example of the distributed survey.

Fieldwork Techniques

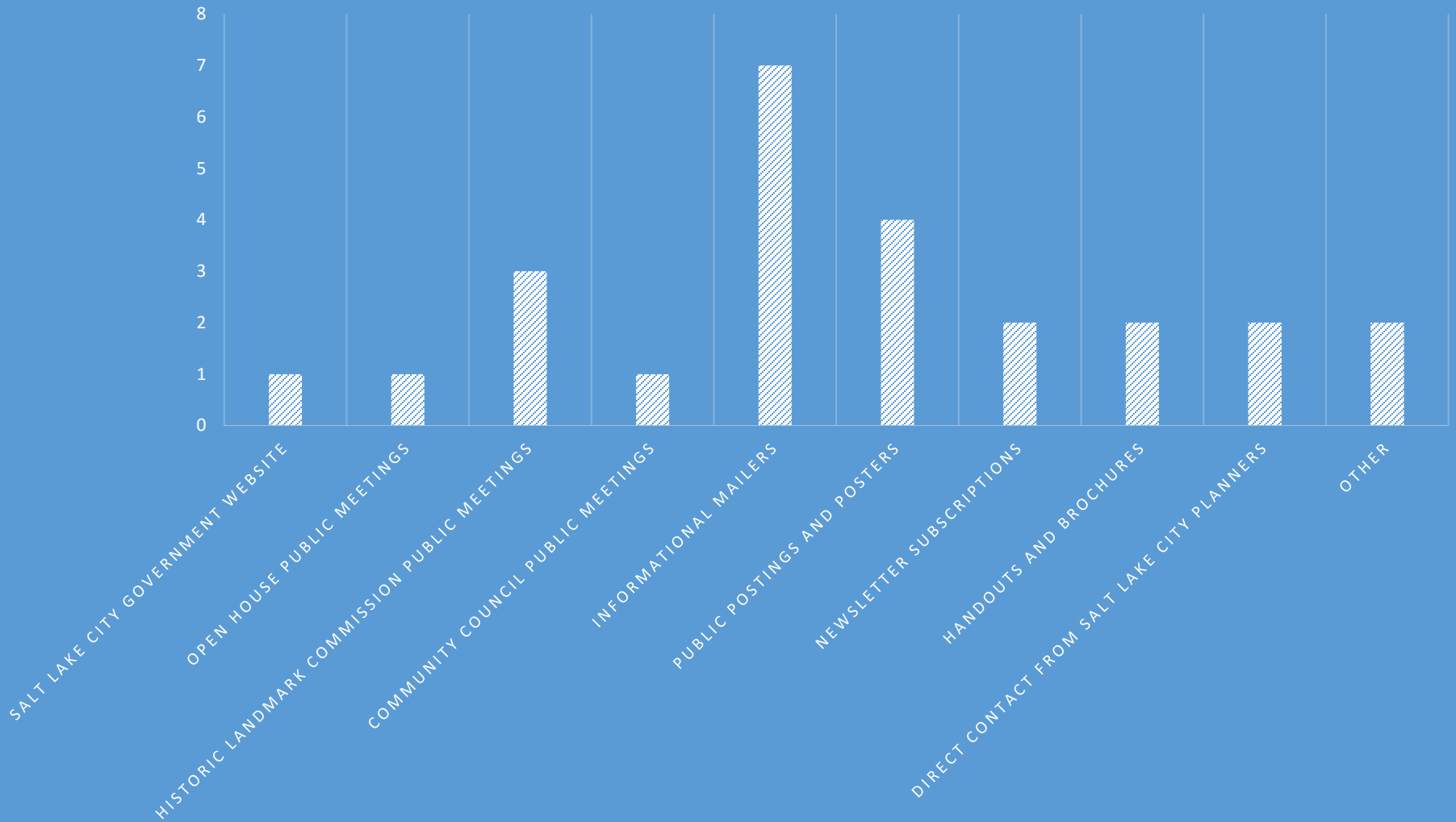
52 individual surveys were printed, along with information cards for distribution to property owners/decision makers. See Appendix B for an example of the information card. Out of the 52 parcels, 6 structures were not owner occupied. These surveys were mailed to the property owners/decision makers and were not visited door-to-door. The six surveys were mailed on 7-27-16. The package mailed contained a cover letter, survey, informational card, and a stamped/addressed envelope for return of the survey. See Appendix C for an example of the cover letter. The property owners/decision makers were informed of the closing date of 8-6-16 and to respond on this date or before. Seven days from 7-27-16, on 8-3-16, a reminder card was sent to all six property owners/decision makers. See Appendix D for an example of the reminder card.

The door-to-door surveys were assigned serial numbers S-01 through S-46 to aid in the organization of the surveys and ensure that each parcel had a corresponding survey. The six mailed surveys were also assigned serial numbers M-01 through M-06 for organizational purposes as well. The numbering was not used to uniquely identify the parcel other than as an organizational tool, so anonymity was respected.

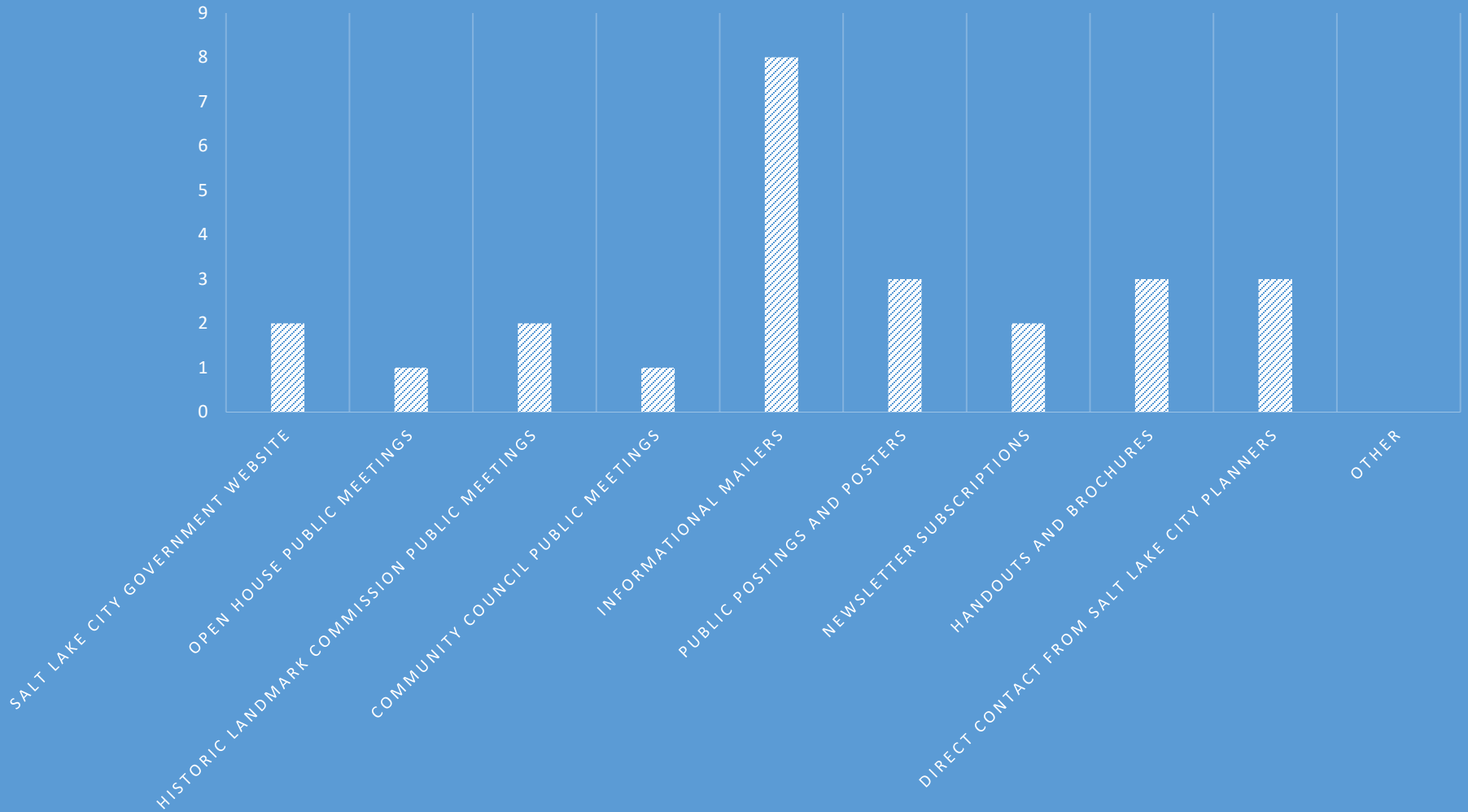
Survey techniques were discussed with the Salt Lake City Planning Division Assistant Director Cheri Coffey and Planning Manager Michaela Oktay, Salt Lake City Civic Engagement and Innovations Manager Nole Walkingshaw, University of Utah Historic Preservation Program Director/Professor and Professional Project Advisor Robert A. Young, and University of Utah Assistant Professor Divya Chandrasekar. Salt Lake City Planning Division Administrative Secretary, Michelle Poland, assisted in the production of the mailing labels, information cards, and reminder cards.

All 46 owner-occupied parcels were visited door-to-door, achieving 7 completed surveys. Two mailed surveys were returned, for a total of 9 completed surveys. The results of those surveys were combined in the following charts on pages 27 through 30. Page 31 contains anonymous written responses that respondents wrote on the survey. Forty-three surveys were not received due to no response, therefore, the following data is compiled out of 9 surveys.

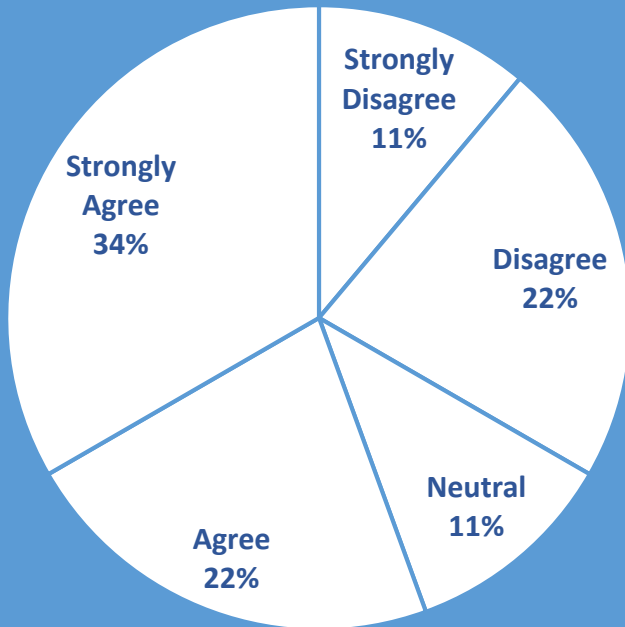
**QUESTION 1: HOW DO YOU CURRENTLY RECEIVE LOCAL HISTORIC DISTRICT INFORMATION?
SELECT ALL THAT APPLY.**



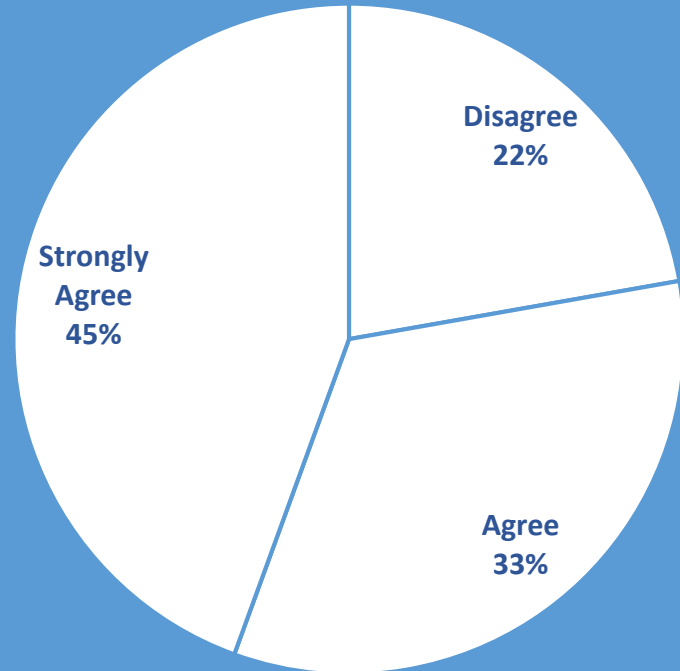
QUESTION 2: HOW DO YOU PREFER TO RECEIVE LOCAL HISTORIC DISTRICT INFORMATION? SELECT ALL THAT APPLY.



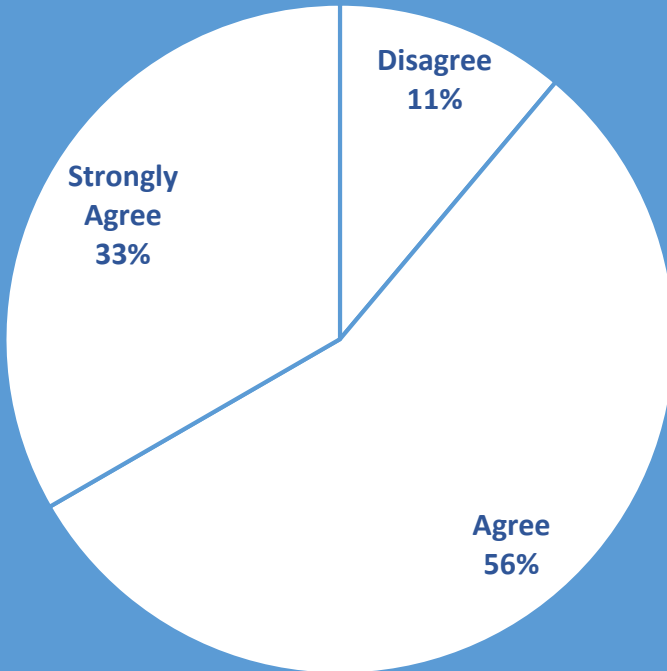
QUESTION 3: I HAVE A GOOD UNDERSTANDING OF THE BUILDING PERMIT PROCEDURE FOR RESIDENTIAL HISTORIC STRUCTURES IN SALT LAKE CITY.



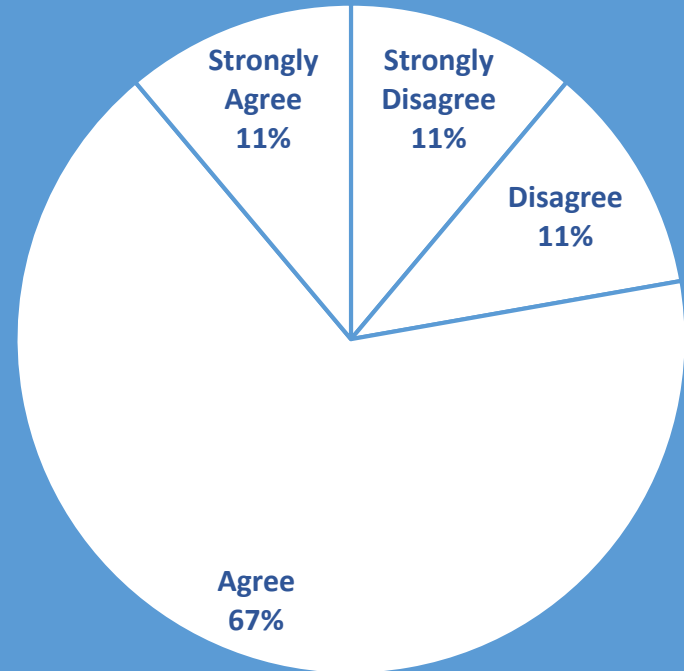
QUESTION 4: I FEEL THAT THE WESTMORELAND PLACE LOCAL HISTORIC DISTRICT HAS DEFINED NEIGHBORHOOD BOUNDARIES.



QUESTION 5: I BELIEVE THAT HISTORIC SIGNAGE WOULD BE BENEFICIAL IN SALT LAKE CITY LOCAL HISTORIC DISTRICTS.



QUESTION 6: OVERALL, I FEEL WELL INFORMED OF HISTORIC PRESERVATION MATTERS IN SALT LAKE CITY.



Written Responses on Surveys

Two surveys out of the 9 completed surveys marked the “Other (Please Specify)” response for Question 1. These are the following written responses to that question.

- *Neighbors*
- *None*

Concerning the question “Is there any historic preservation information you would like for the Salt Lake City government to provide?” One survey provided a written response, detailed below.

- *Signage defining and identifying historic districts is a great idea. The permit dept. Also the permit process/department should further emphasize the historic districts and approval procedures.*

RECOMMENDATIONS: Salt Lake City's Current Outreach



Recommendations for Salt Lake City's Current Outreach Process

According to the results of the Salt Lake City Historic Preservation Public Outreach Survey performed in this project, two areas were identified as outreach methods that are greatly preferred by the respondents surveyed. These methods were:

- Informational Mailers
- Historic District Signage

Next, let us explore these two methods for outreach.

Informational Mailers

Informational Mailers was the overall preferred method of outreach according to respondents of the Salt Lake City Historic Preservation Public Outreach Survey. Eight out of the 9 completed surveys chose this as one of their preferences. Because of the high volume of responses to this method, this study recommends increasing informational mailers to local historic districts as a means of education.

Historic District Signage

In Salt Lake City, local historic districts are often overlapped with national historic districts. However, this overlap does not necessarily include every structure and certain structures may be in one type of district or the other. This presents a challenge to specifically denoting signage as just a local district, a national district, or both. Perhaps the signage should simply denote "Historic District". It can be argued that

the function of the signage is heighten awareness that one is in a historic district. If they are first aware that they are in a historic district, then they can initiate further education into type, regulations, etc. from that juncture. The signage increases awareness and that is a place to start.

This project recommends implementation of both historic entrance and street signs. The Westmoreland Place neighborhood has the advantage of large pillars, denoting "Westmoreland Place" at the entrance. This acts as a gateway to the neighborhood. Unfortunately, not every historic district has this feature, making recognition difficult. Signage that shows people they have entered a historic district could possibly act as such a gateway for historic districts across Salt Lake City. Historic street signs can also be used to further assist in this endeavor. The street signs can serve both direction wayfinding and heighten locational awareness of the historic district. The historic signage can be placed on top of the current street signs in Salt Lake City.

The images on the next page show a side-by-side comparison. The left image is a street sign located in the Westmoreland Place Local Historic District. The right image shows a historic marker located above a street sign in the East Ferguson National Historic District in Tyler, TX. Salt Lake City could implement this sort of signage to denote its historic districts.



Source: City of Tyler, n.d.

RECOMMENDATIONS:

Future Study



Historic Preservation Community Associations

Per the Salt Lake City Community Preservation Plan (2012), *“Salt Lake City recognizes community associations whose purpose is to provide input and information to City departments, on various matters, including those relating to historic preservation-related issues (V-2).”* During the course of researching this project, the community association K.E.E.P. Yalecrest (Keep Educating and Encouraging Preservation of Yalecrest) was acknowledged as such an organization. In depth research of the effectiveness of this group goes beyond the scope of this project, yet studying it could possibly offer a great benefit to Salt Lake City.

Associations such as these are not state-wide organizations, such as the Utah Heritage Foundation. Rather, they are a more local, neighborhood level organization, where neighbors can come together for preservation matters. Although essentially anyone can join a group such as this, its intention seems more for residents of the neighborhood it represents. K.E.E.P. is currently the only such historic preservation association in the city.

Instead of only relying on Salt Lake City Corporation for historic education, this group takes action in educating and advocating preservation in their community. It allows private citizens to become educators and activists of their own neighborhood. In this way, the residents become the drivers in education, not the typical perspective of the city “having” to educate the public. The city’s outreach efforts could be enhanced and the residents can be empowered and engaged in matters of historic preservation that concern their neighborhood. Not only can the public be further educated through additional efforts of an organization such as this, but the city can learn as well through invaluable local knowledge.

A historic preservation community group could allow the Salt Lake City government to tap in to local knowledge from the residents of local historic districts. According to Fischer (2000), local knowledge is the sort of knowledge that is based on general observation, considerate thinking, and common logic (p. 146). It would allow the Salt Lake City government a community perspective on historic preservation that goes beyond the technical planning techniques employed by professional planners.

According to Fischer (2000), group resident involvement does not just happen on its own. Fischer’s perspective is that it needs to be ordered and assisted by people and then possibly fostered throughout the process (p. 143). K.E.E.P.’s membership is organized and its leadership consists of a Board of Directors (Keep educating and encouraging preservation of Yalecrest, n.d.). My question is the fostering aspect. Does Salt Lake City foster this organization? Do they promote these sort of organizations in other local historic districts in the city? My assumption is that public participation for historic preservation could be enhanced in Salt Lake City if organizations such as K.E.E.P. and the city’s partnership was to be enhanced. If K.E.E.P. and city partnership enhancement is effective, then the possibility of implementation of other historic action groups in each local historic district could be implemented, like our current neighborhood community councils.

There is a great opportunity for a partnership between the city and these sort of groups, a future study into the effectiveness of an organization like K.E.E.P. could be used as the case study to test this idea concerning community groups and effectiveness in public outreach and education for historic preservation. A recommendation for future analysis on the effectiveness of historic preservation community groups could be beneficial for future outreach efforts for Salt Lake City and is recommended for future study from this project.

Partnership with the University of Utah

Per the Salt Lake City Community Preservation Plan (2012), *“Policy 5.1b: Improve coordination with preservation partners to support educational efforts. The City will partner with the State Historic Preservation Office and Utah Heritage Foundation to ensure that the City offers a comprehensive program of education and outreach to owners of historic properties and the general public. This will include information on history, formal historic tours, self-guided walking tours, property research methods, tax credit and financing information and assistance, adopted best preservation practices, and other materials on the benefits and importance of historic preservation (pp. V-7 – V-8).”*

Another excellent choice for partnership in historic preservation education is the University of Utah. The University of Utah has a Historic Preservation Program that grants students Graduate Certificates in Historic Preservation. Many University of Utah students intern with the Salt Lake City Corporation, which are unpaid internships, so there is not a significant cost to the city for their service. Class projects at the University of Utah could be done on historic preservation as well.

This project has focused on historic preservation outreach and how to better achieve it. According to the Salt Lake City Community Preservation Plan (2012), *“The lack of a direct education and outreach effort has largely been attributable to limited staffing, but also to the fact that the City lacked a clear and consistent message to convey to the public regarding the purpose and long-term objectives of preservation in the City. Now, with the completion of a city-wide community preservation plan, the City will work to improve public awareness of the preservation program by providing materials to clearly express program requirements and benefits and making those materials readily accessible (V-2).”*

The interns employed from the University of Utah or school projects done through the University of Utah could offer services that the Salt Lake City Corporation currently does not have the staffing or funds to accomplish in this area. In this way, the Salt Lake City Corporation accomplishes its historic preservation goals and the students gain from the experience. It is a great opportunity for students and the public to learn from each other. For example, Students at the University of Utah already participate in activities like Jane Jacobs walks. Why not have student lead historical walks as well?

The Historic Preservation Institute at the University of Wisconsin-Milwaukee is involved with community service projects that promote historic preservation and could be looked into as a case study. Part of their Statement reads, *“The purpose of the Historic Preservation Institute is to promote historic preservation and adaptive reuse through engagement in community service projects. The Institute is focused on expanding the already acknowledged social and economic benefits of historic preservation by both recognizing and promoting significant historic buildings. Community service projects have been an effective way to engage architectural students in actual preservation work. The ability to overlap academic studies with real world circumstance has proven beneficial to both students and the community (Historic Preservation Institute, n.d.).”*

By using the University of Wisconsin-Milwaukee’s Historic Preservation Institute as a model, the Salt Lake City Planning Division could possibly develop a great service-oriented partnership with the University of Utah. This dynamic could be beneficial for both organizations and further inquiry into this endeavor is recommended.

CONCLUSION



The research question posed in the beginning of this study was “*How do we effectively communicate historic preservation information to property owners in local historic districts in Salt Lake City?*”

This project has answered this question by examining literature, procedures, and the local knowledge of property owners or decision makers (if ownership is a business or organization) in the Westmoreland Place Local Historic District. This project has explored Salt Lake City’s outreach methods and delved into how they can be improved to better educate owners of local historic district property. Knowledge was gained on how to achieve a better dynamic between historic preservation information and those people that should be informed of it. We have seen that although we live in a growing age of technology, informational mailers still have relevance. Also, the use of historic signs to denote historic districts has value both in Salt Lake City and elsewhere in the nation.

In summary, local historic districts in Salt Lake City are of value and every effort should be made to educate the public of their attributes. They are of significance to the built history of Salt Lake City and offer the public numerous benefits. This project advises increased informational mailers to property owners of structures in local historic districts in Salt Lake City. This increased effort in mailings could prove valuable as it was the most preferred method of outreach from the Salt Lake City Historic Preservation Public Outreach Survey.

In addition to increased mailings, implementation of historic district signage to better inform the public of historic districts is also recommended. It is also recommended that community involvement in this endeavor be sought after to create the signage. It is encouraged that the research of this project be taken in consideration for further study into Historic Preservation Community Associations and

Partnership with the University of Utah. These recommendations are the results of this study.

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APPENDIX A: Survey Example

Salt Lake City Historic Preservation Public Outreach Survey X-XX

1. How do you currently receive local historic district information? Select all that apply.

- a) Salt Lake City Government Website
- b) Open House Public Meetings
- c) Historic Landmark Commission Public Meetings
- d) Community Council Public Meetings
- e) Informational Mailers
- f) Public Postings and Posters
- g) Newsletter Subscriptions
- h) Handouts and Brochures
- i) Direct contact from Salt Lake City Planners
- j) Other (Please specify):

2. How do you prefer to receive local historic district information? Select all that apply.

- a) Salt Lake City Government Website
- b) Open House Public Meetings
- c) Historic Landmark Commission Public Meetings
- d) Community Council Public Meetings
- e) Informational Mailers
- f) Public Postings and Posters
- g) Newsletter Subscriptions
- h) Handouts and Brochures
- i) Direct contact from Salt Lake City Planners
- j) Other (Please specify):

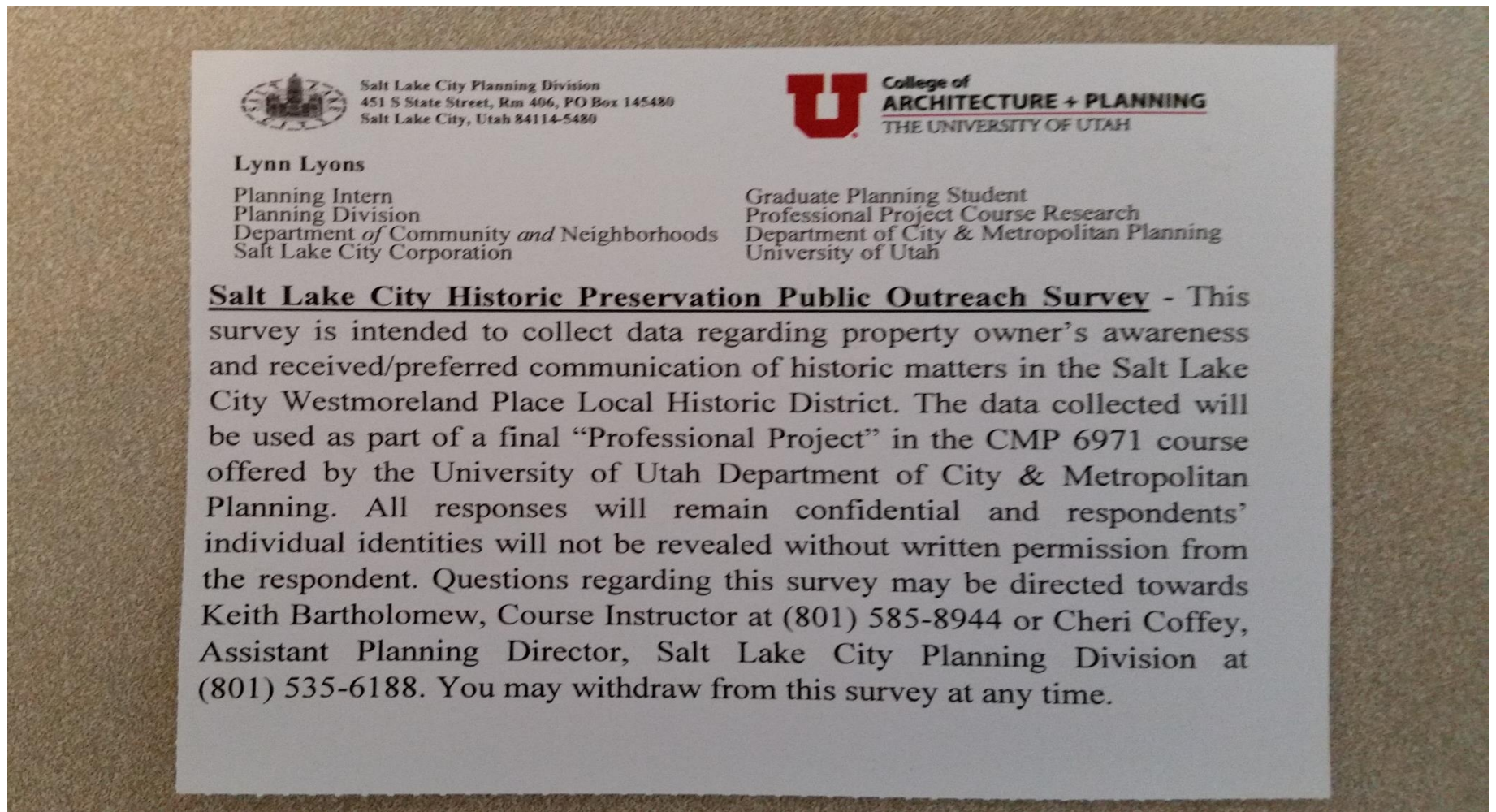
Please circle the number that applies to your feelings.

Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree = 4 Strongly Agree = 5

	1	2	3	4	5
3. I have a good understanding of the building permit procedure for residential historic structures in Salt Lake City.					
4. I feel that the Westmoreland Place Local Historic District has defied neighborhood boundaries.					
5. I believe that historic signage would be beneficial in Salt Lake City local historic districts.					
6. Overall, I feel well informed of historic preservation matters in Salt Lake City.					

Is there any historic preservation information you would like for the Salt Lake City government to provide?

APPENDIX B: Information Card



APPENDIX C: Cover Letter



APPENDIX D: Reminder Card

