

Historic Preservation Plan

City of Beverly



Community Survey

Spring 2020

HISTORIC PRESERVATION PLAN

Beverly's Planning Department is preparing a **Historic Preservation Plan** in conjunction with preparation of PlanBeverly, the City's comprehensive plan.

Primary purposes of Beverly's Preservation Plan:

- To recognize the impact Beverly's historic resources have on the city's **character and quality of life**.
- To develop methods to celebrate and protect Beverly's heritage, character, and unique resources.

The Historic Preservation Plan is being undertaken with support from the Massachusetts Historical Commission and Community Preservation Committee.



HISTORIC PRESERVATION PLAN

Why is historic preservation important?

- **Community character:** Historic resources tell stories and make communities unique.
- **Economic development:** People are attracted to places with a distinct style and feel; they are more likely to feel personal connections to these places and return.
- **Environmentally friendly:** Preserving existing buildings, rather than demolishing and building new, uses less energy and creates less waste.
- **Building relationships:** History and stories bring people together, whether it is a neighborhood where you grew up, a love of an old restaurant, or an ancestor who fought in the American Revolution.



HISTORIC PRESERVATION PLAN

Work on the Historic Preservation Plan began in December 2019 and is divided into four phases:

Phase 1 – Background: Review of background information on Beverly's development and historic resources

Phase 2 – Outreach: Focus groups, community workshops, and conversations with stakeholders and residents

Phase 3 – Recommendations: Development of strategies and recommendations, review, and preparation of a Draft Plan

Phase 4 – Final Plan: Completion of the final Historic Preservation Plan



HISTORIC PRESERVATION PLAN

Where we are now:

- Phase 1 (Background) – completed in February
- Phase 2 (Outreach) – in process.
 - Due to the COVID-19 pandemic, a series of focus group meetings and community workshops scheduled for mid-March and April have been postponed.
 - Alternative means of outreach to stakeholders and residents are being implemented, including a **community-wide online survey.**



HISTORIC PRESERVATION PLAN

Community-Wide Online Survey

- The online survey asks questions about **neighborhood character** and **neighborhood issues** related to historic buildings.
- Input will inform the development of **strategies**, **recommendations**, and **priorities** in the plan.
- Survey link:
 - <https://www.surveymonkey.com/r/BeverlyHP>



HISTORIC PRESERVATION PLAN

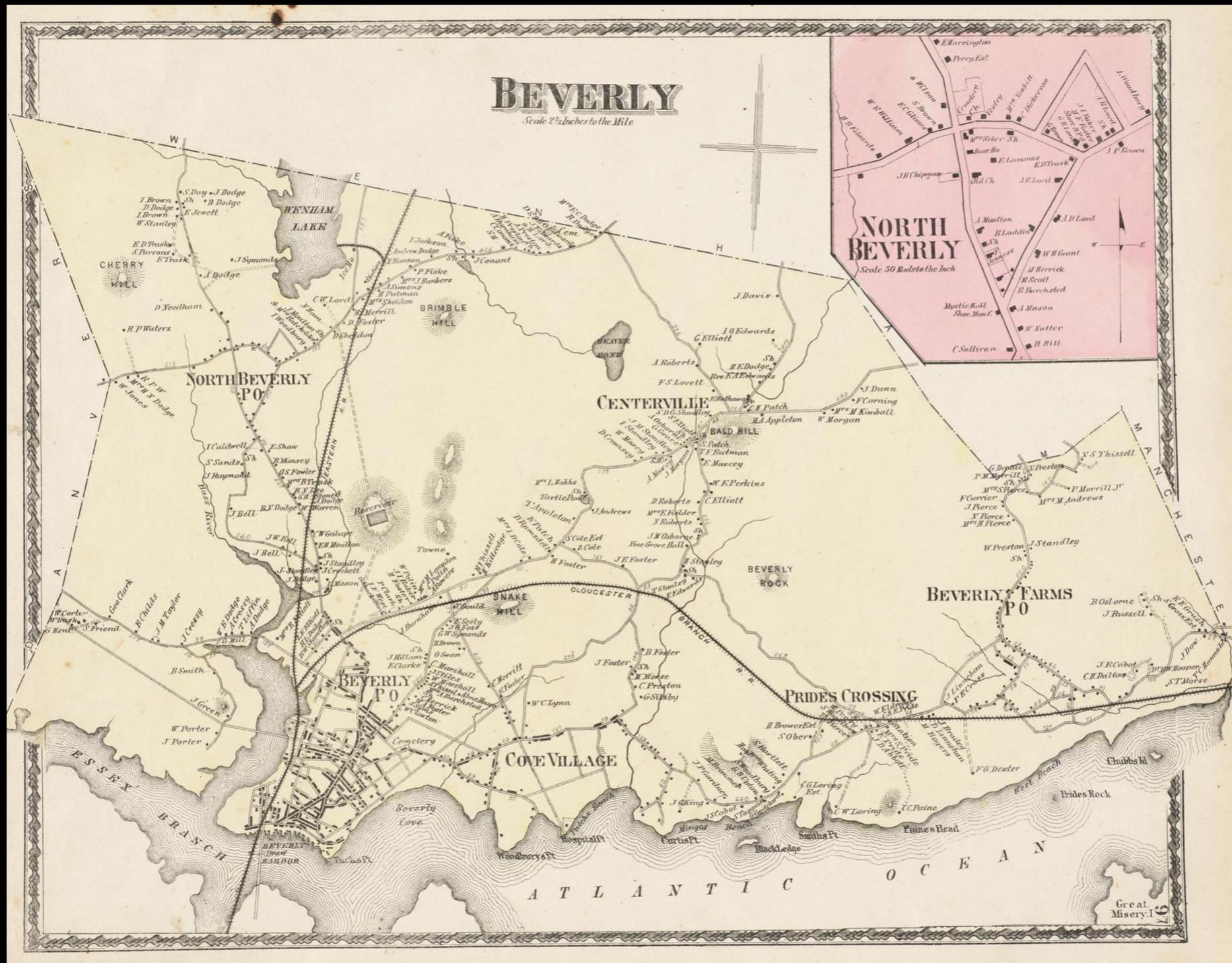
Beverly has a wide variety of urban and suburban neighborhoods with a mix of historic homes and commercial buildings from many periods of the City's history.

With increasing development pressure and rising property values, **change will continue** to occur and accelerate over time.

Opportunities exist to **strengthen neighborhood character and cohesion** using planning and preservation tools. The online survey will help identify goals and levels of interest in these tools.



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Thank you for participating!