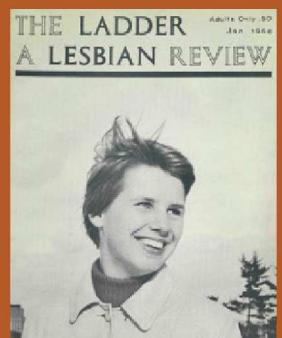


2023 COMMUNICATIONS & ENGAGEMENT OVERVIEW



This report provides an overview of the public input received on the Historic and Cultural Resources Plan in 2023. Feedback was received at in-person gatherings, through letters and emails, and in an online feedback form.

Feedback from each of these sources is included in this report. Graphs depict answers to the questions posed in the online feedback form. Topics discussed in person, and common themes and sample feedback from write-in comments are also highlighted throughout. Sample feedback has not been edited and is posted as it was received. The sentiment of sample feedback may not always align with overall feedback on a question due to the small number of written comments.

To review every response to this feedback form, visit the [Documents webpage](#).

HOW WE REACHED PEOPLE AND HOW THEY PARTICIPATED



460+ direct outreach emails to community stakeholders



1,600+ views of interactive site with story maps



1,600+ views of cultural heritage spotlight videos



70+ views of a video introduction to the HCRP



HPP newsletter sent to **280+** subscribers with **60%** open rate;
48 new subscribers in 2023



Nearly **6,000** unique pageviews of Historic Preservation webpages



Materials translated into **Spanish**



66 yard signs placed across Arlington



Promotion through e-newsletters, e-boards, social media, a summary infographic, and business cards with **796** scans of QR codes



1 Open House with **8** County and Community partner groups and \approx **30** attendees



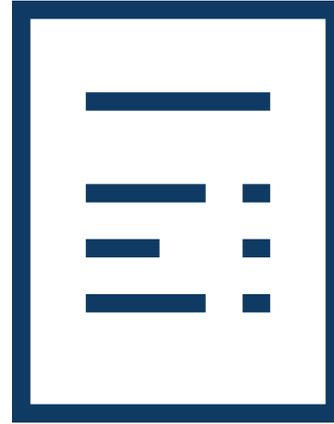
15 in-person pop-up engagements with \approx **689** participants



1 online feedback form with **163** participants

Online Engagement

ONLINE ENGAGEMENT



163 participants, **88** comments,
for the **Draft Historic and
Cultural Resources feedback
form**

April 19 - June 20

Draft Historic and Cultural Resources Plan Feedback Form



In **April 2023**, after the release of the Draft Historic and Cultural Resources Plan, the County invited the community to answer specific questions and submit feedback in an online engagement form.



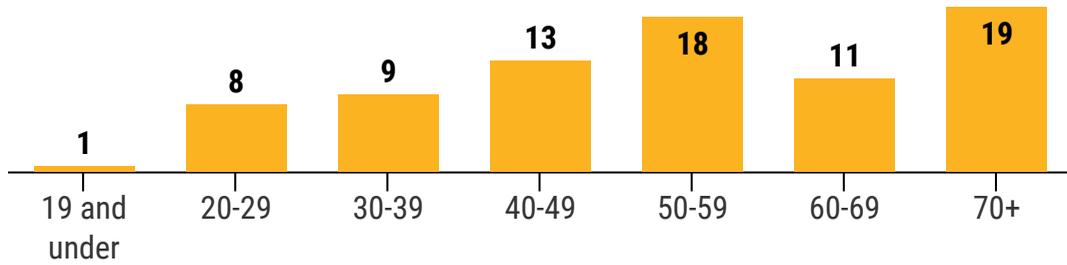
There were **163** participants, some of which left **88** comments.



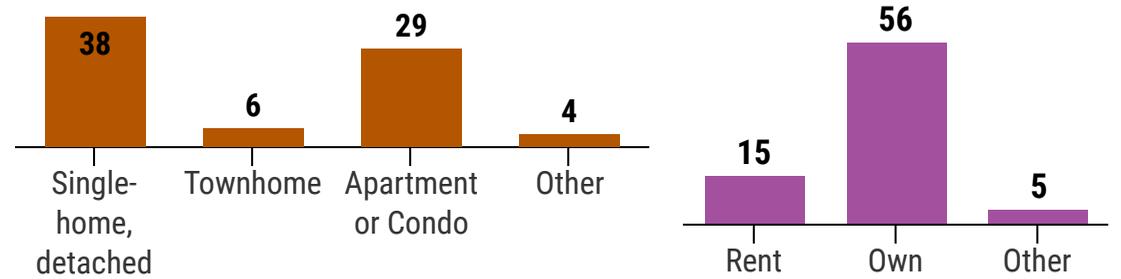
The graphs and statements on the next 34 pages summarize those results.

WHO WE HEARD FROM: FEEDBACK FORM

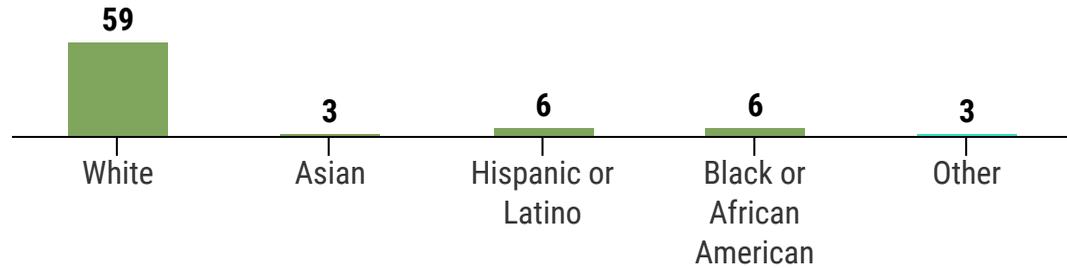
Age



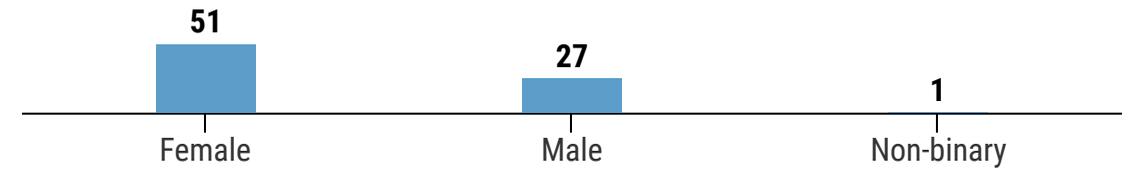
Housing



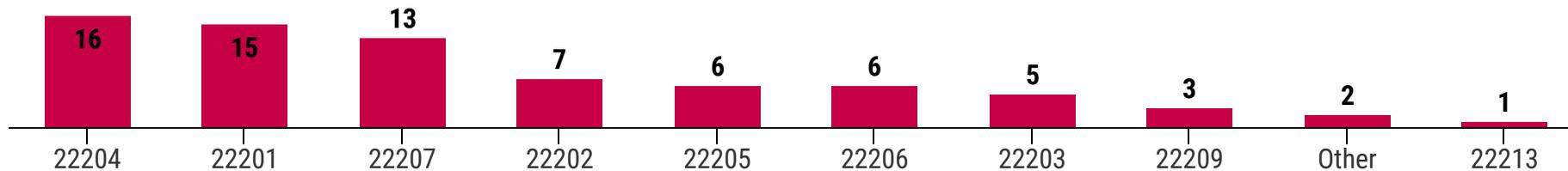
Race and Ethnicity



Gender

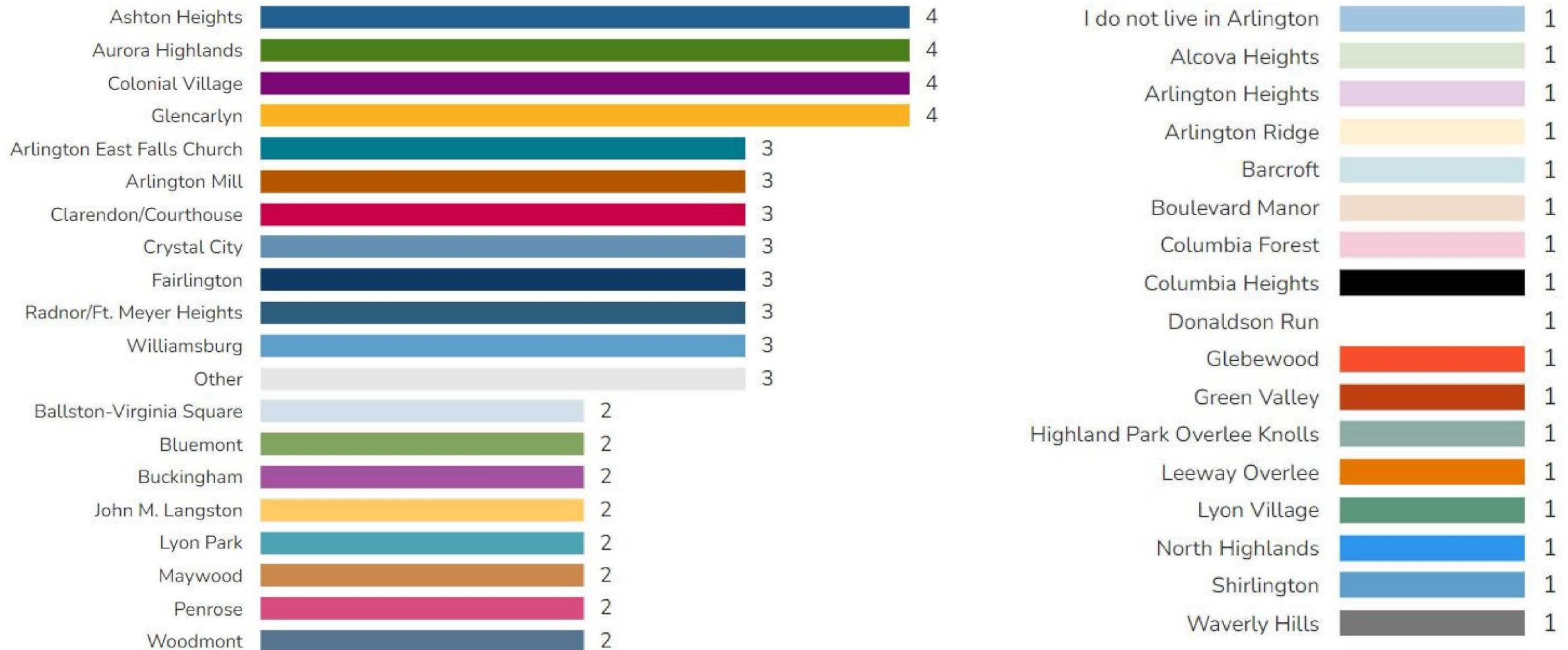


Zip Code



163 PARTICIPANTS

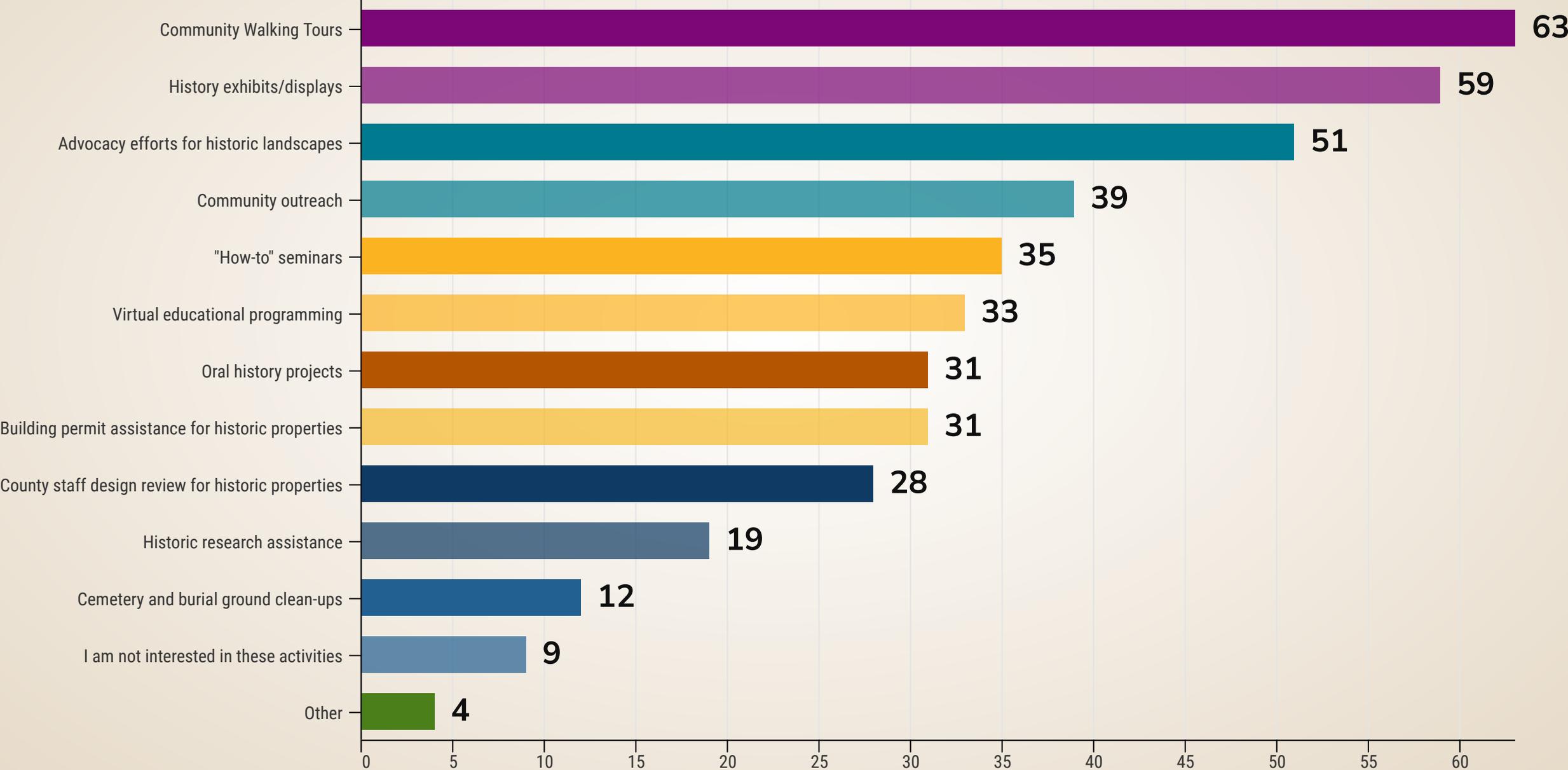
Neighborhoods



In which of the following activities or services are you most interested? Please select up to 3 choices.

155 Total Responses
4 of those "Other"

Community
Engagement



In which of the following activities or services are you most interested? Please select up to 3 choices.

"OTHER" WRITE-IN COMMENTS: 4

Themes:

- Archaeology
- Public comment at HALRB meetings

Sample Feedback:

Rescue archaeology

.....

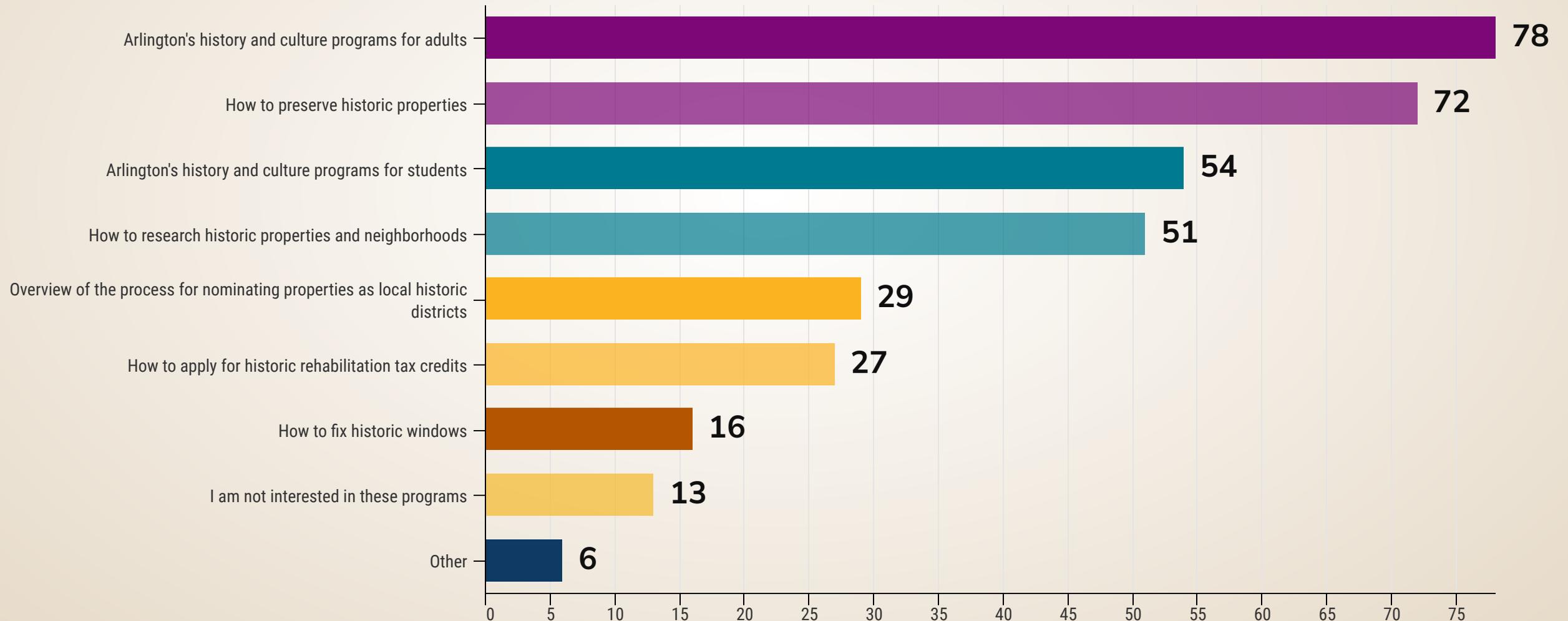
The HALRB does not permit public comments on subjects that are not on its meeting agendas. The County needlessly loses many of its historic resources because of its HALRB policy. County guidance for advisory commission meetings recommend such public comment periods. Most other County Board advisory commissions list these public comment periods on their agendas. The HALRB is an unfortunate exception that prevents the public from making the HALRB aware of the imminent losses of historic resources in a timely manner. The HALRB needs to change its procedures.

Notes:

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- All comments have been reviewed and analyzed by staff. To review all feedback submitted to HPP, visit the [Documents webpage](#).

In Fall 2021, community members told us that many of the following educational offerings would be helpful. Which of the following are you most interested in? Please select up to 3 choices.

148 Total Responses
6 of those "Other"



In Fall 2021, community members told us that many of the following educational offerings would be helpful. Which of the following are you most interested in? Please select up to 3 choices. "OTHER" WRITE-IN COMMENTS: 6

Themes:

- Demolitions
- Archaeology
- Historical markers

Sample Feedback:

How the voices of the community can be heard and fewer demolition permits issued for historic properties.

.....

presentations on ArlCo's archaeological finds

.....

Place more historical markers throughout the County, especially in the County's heavily populated Metro Corridors

.....

How to curb/limit/redirect/offer alternatives to the rampant tear-downs and obliteration of Arlington history/built environment

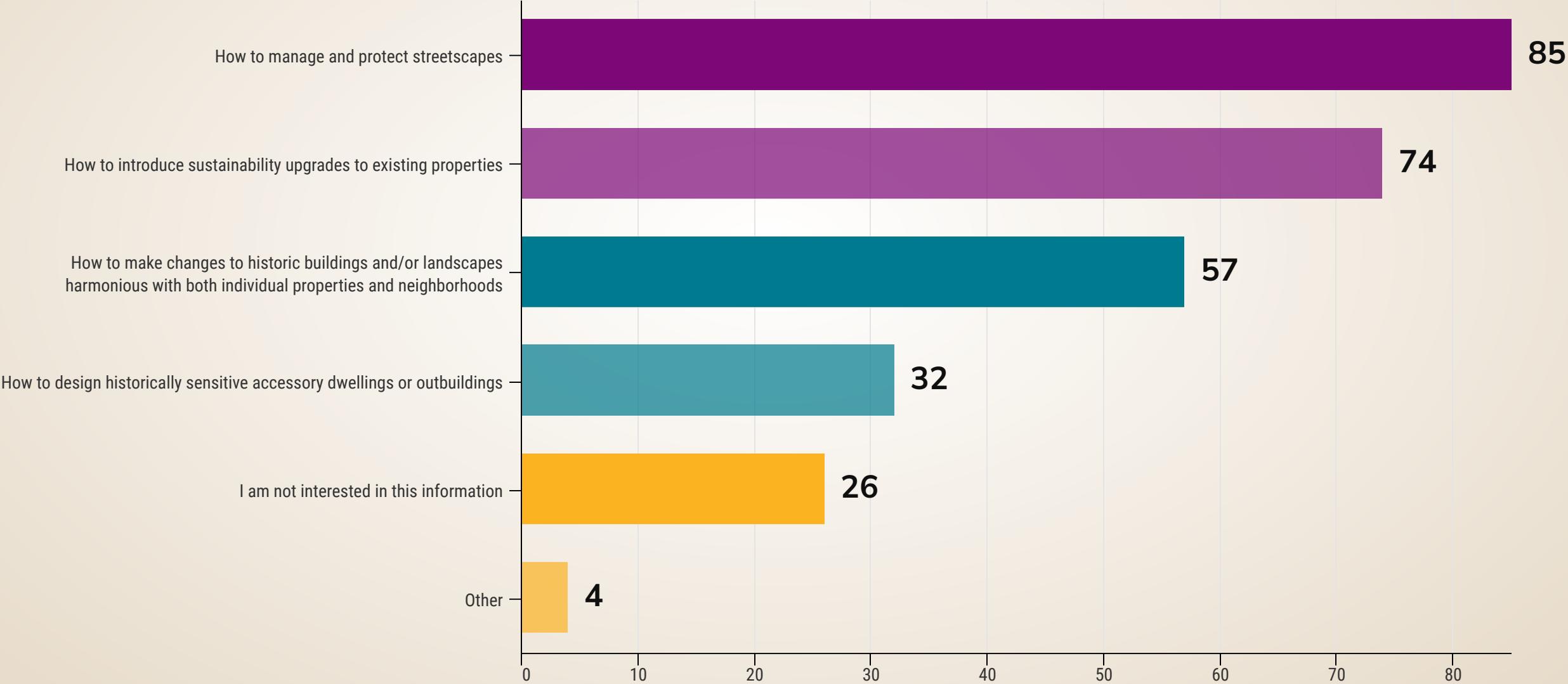
Notes:

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- All comments have been reviewed and analyzed by staff. To review all feedback submitted to HPP, visit the [Documents webpage](#).

Which technical topics are you most interested in learning about? Select all that apply.

141 Total Responses
4 of those "Other"

Community
Engagement



Which technical topics are you most interested in learning about? Select all that apply.

"OTHER" WRITE-IN COMMENTS: 4

Themes:

- NIMBY's (Not in My Backyard)
- Architectural character

Sample Feedback:

How to get Arlington County to incentivize infill construction in historic districts to be more harmonious.

How to prevent NIMBY's from using historic preservation policy to prevent badly needed affordable housing development.

Notes:

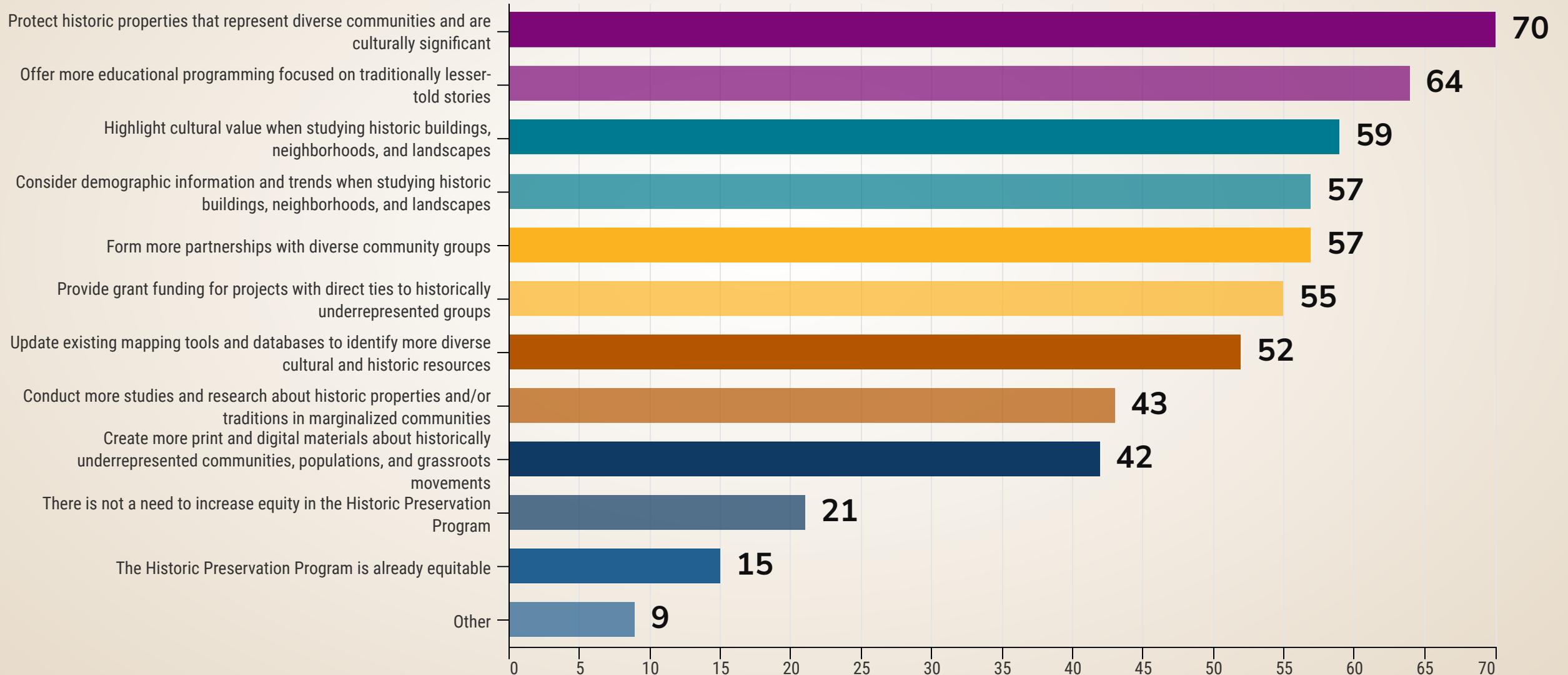
- This report highlights examples of common themes within write-in comments. However, the sentiment of the sample feedback may not align with overall feedback on a question due to the small number of written comments.
- All comments have been reviewed and analyzed by staff. To review all feedback submitted to HPP, visit the [Documents webpage](#).

Which of the following should the Historic Preservation Program do to increase racial equity in its programming?

Community Engagement

Select all that apply.

143 Total Responses
9 of those "Other"



Which of the following should the Historic Preservation Program do to increase racial equity in its programming? Select all that apply.

"OTHER" WRITE-IN COMMENTS: 9

Themes:

- NIMBY's
- Demolitions
- Education

Sample Feedback:

Ensure NIMBY's do not use racial equity arguments to prevent affordable housing developments that would help address historic inequities.

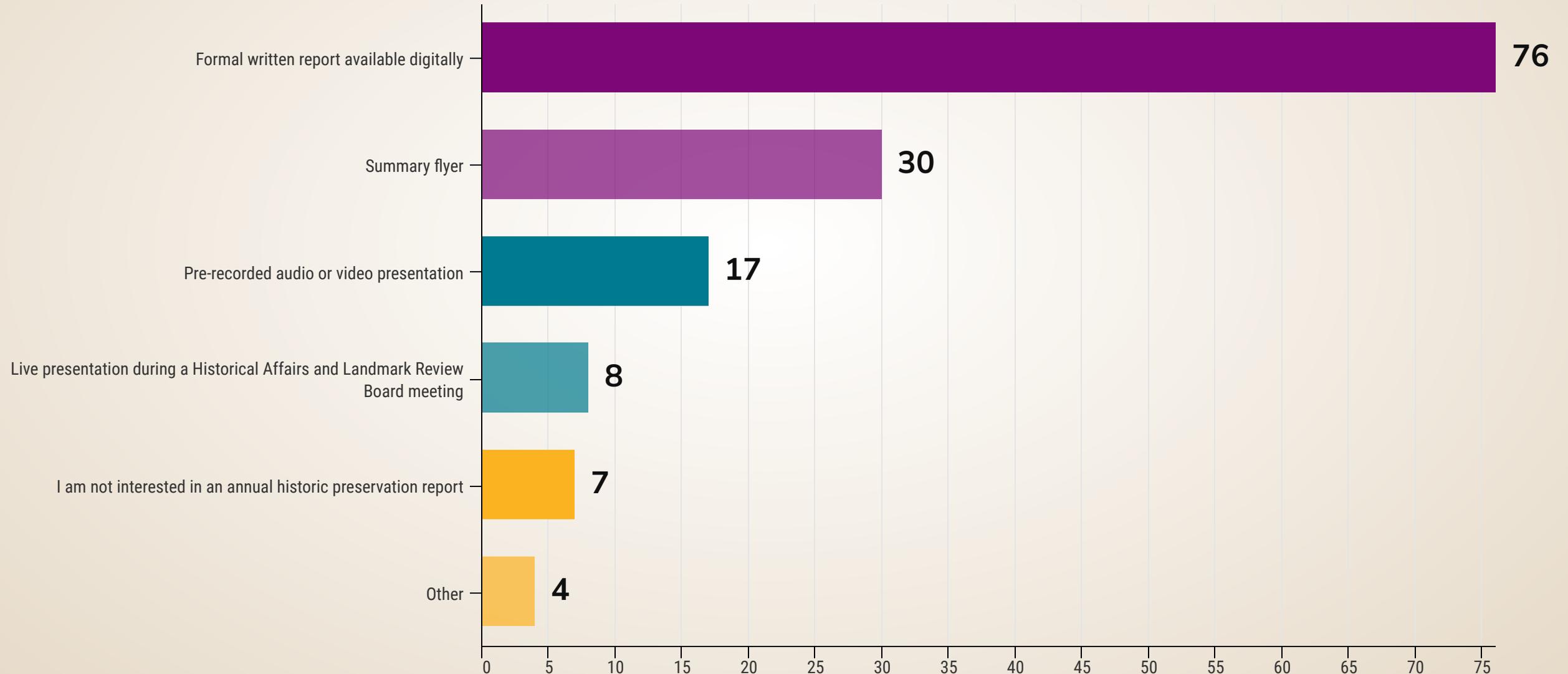
Stop issuing demolition permits and building permits where they conflict with resident desires and documented historic districts.

Notes:

- This report highlights examples of common themes within write-in comments. However, the sentiment of the sample feedback may not align with overall feedback on a question due to the small number of written comments.
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The Historic Preservation Program would like to develop an annual report. How would you prefer to receive an annual historic preservation report?

142 Total Responses
4 of those "Other"



The Historic Preservation Program would like to develop an annual report. How would you prefer to receive an annual historic preservation report?

Community
Engagement

"OTHER" WRITE-IN COMMENTS: 4

Themes:

- Print
- Multiple forms

Sample Feedback:

Formal written report available on paper

.....

video presentation AND flyer

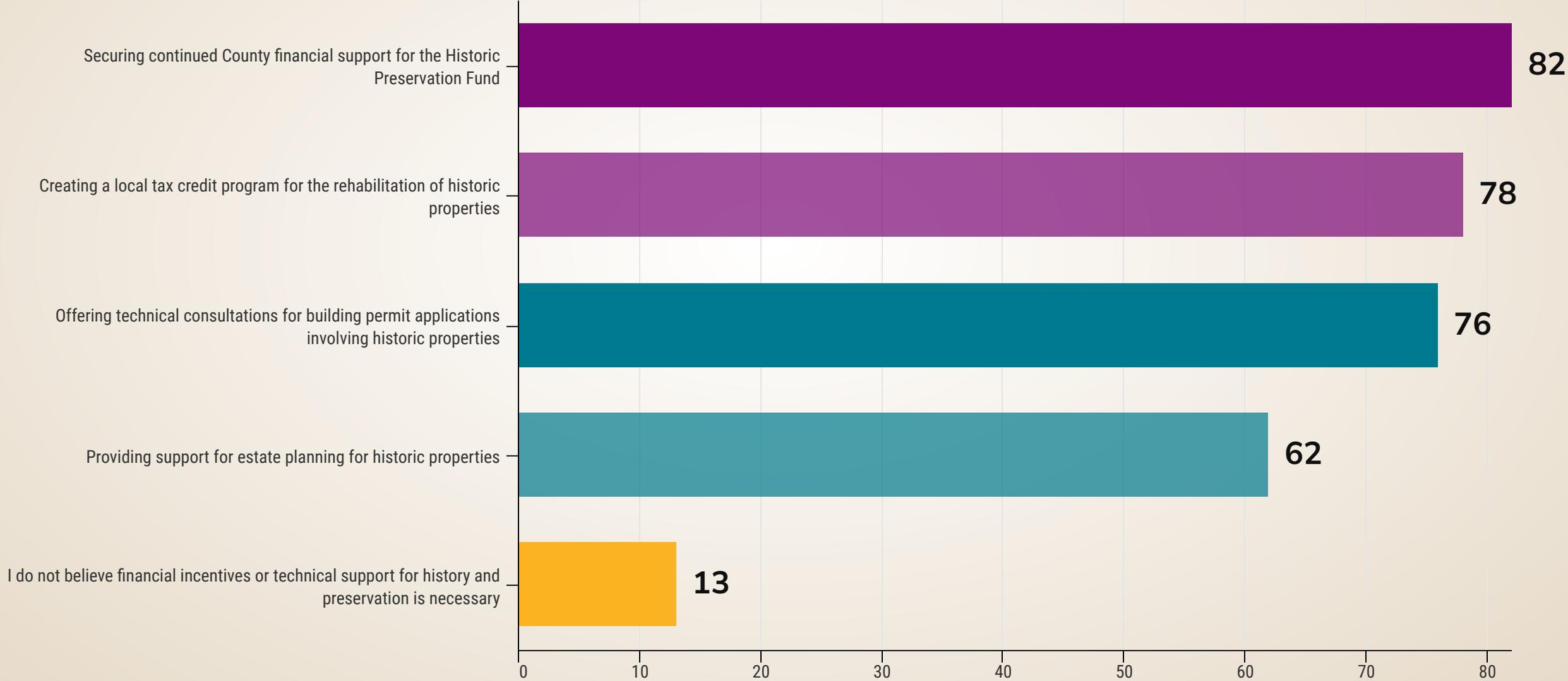
Notes:

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Which of the following incentives would you like the Historic Preservation Program to explore further? Select all that apply.

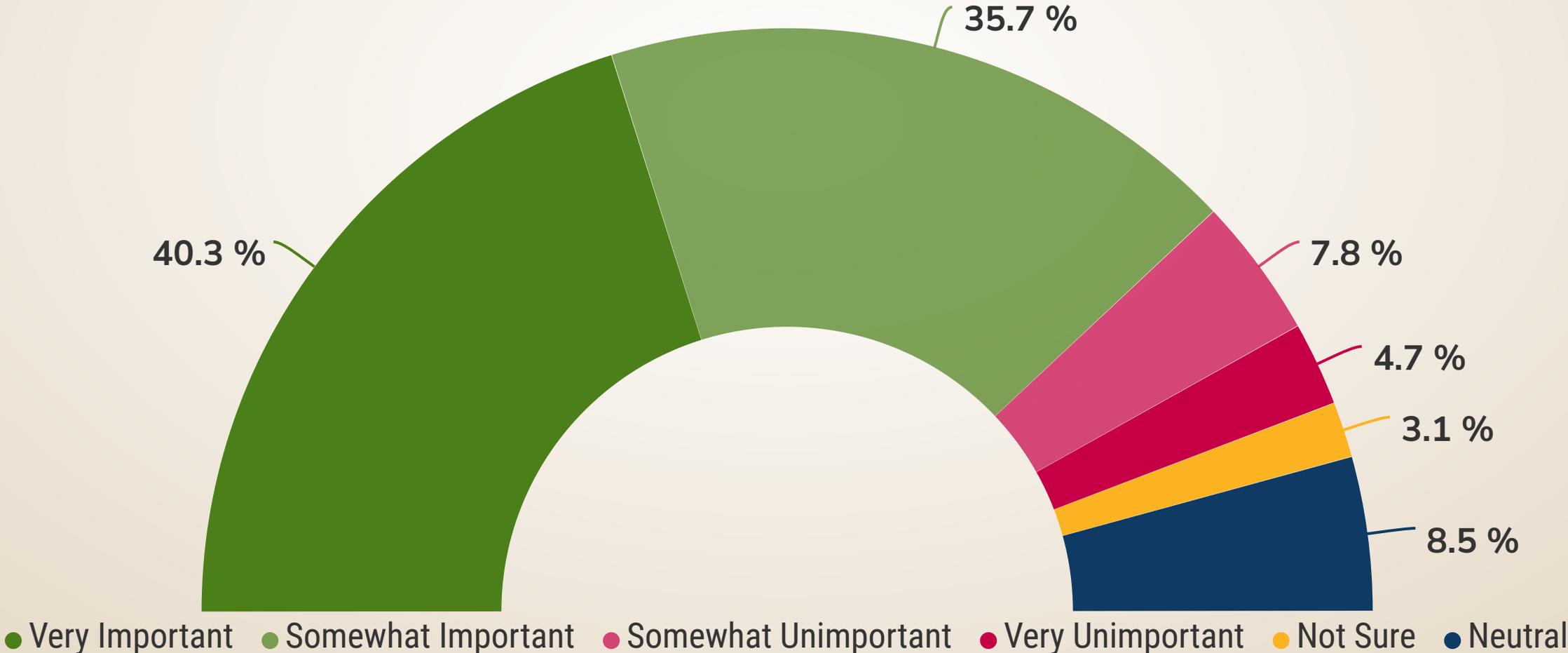
Incentives

136 Total Responses



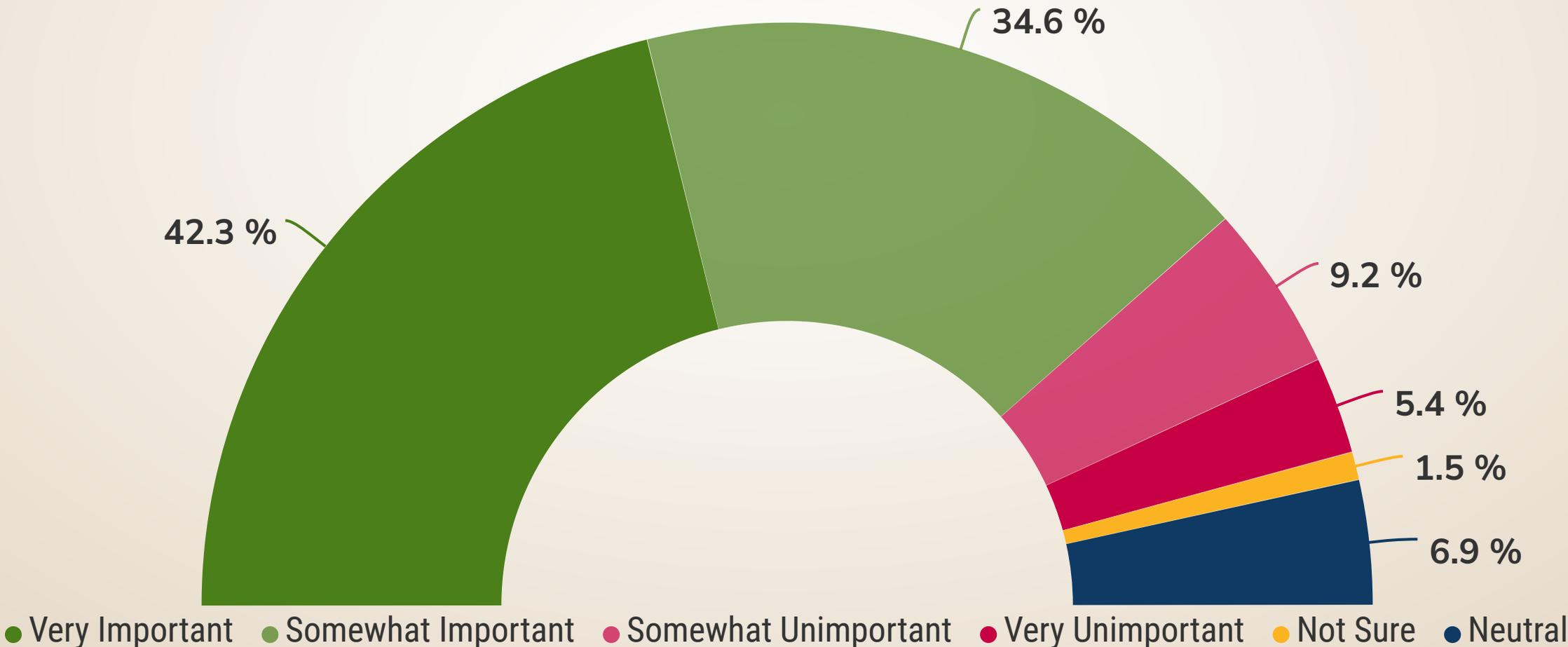
How important is it for the County to formalize how historic preservation is included in projects and services from Arlington Economic Development - Arlington Convention and Visitors Services?

129 Total Responses



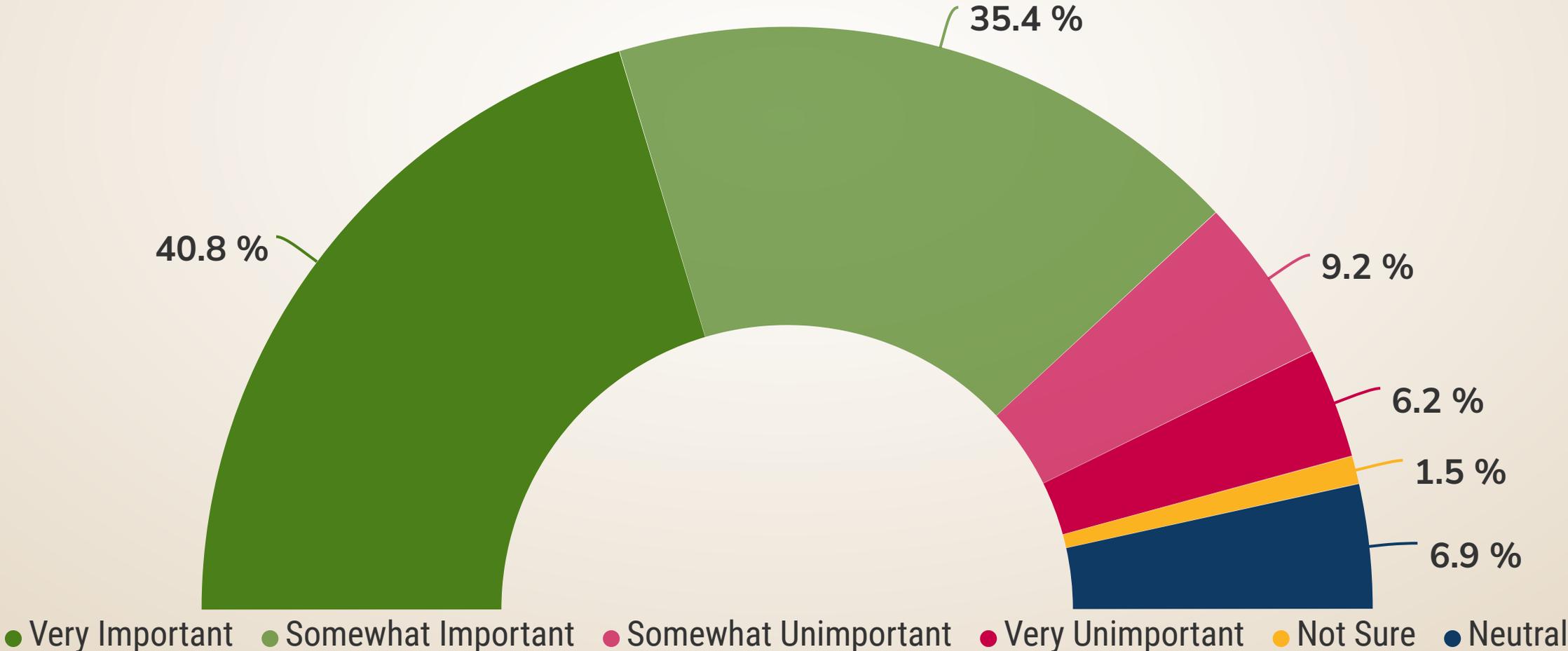
How important is it for the County to formalize how historic preservation is included in projects and services from Arlington Economic Development - Cultural Affairs?

130 Total Responses



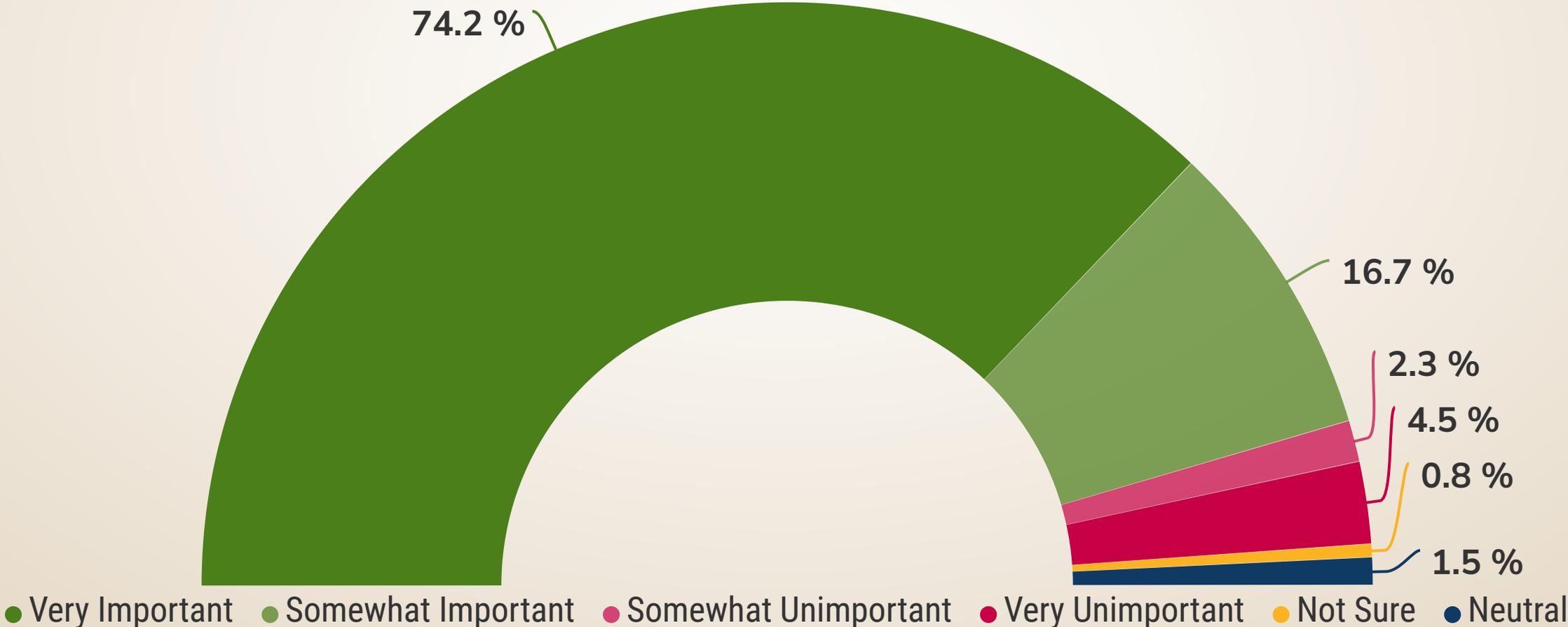
How important is it for the County to formalize how historic preservation is included in projects and services from Arlington Economic Development - Public Art?

130 Total Responses



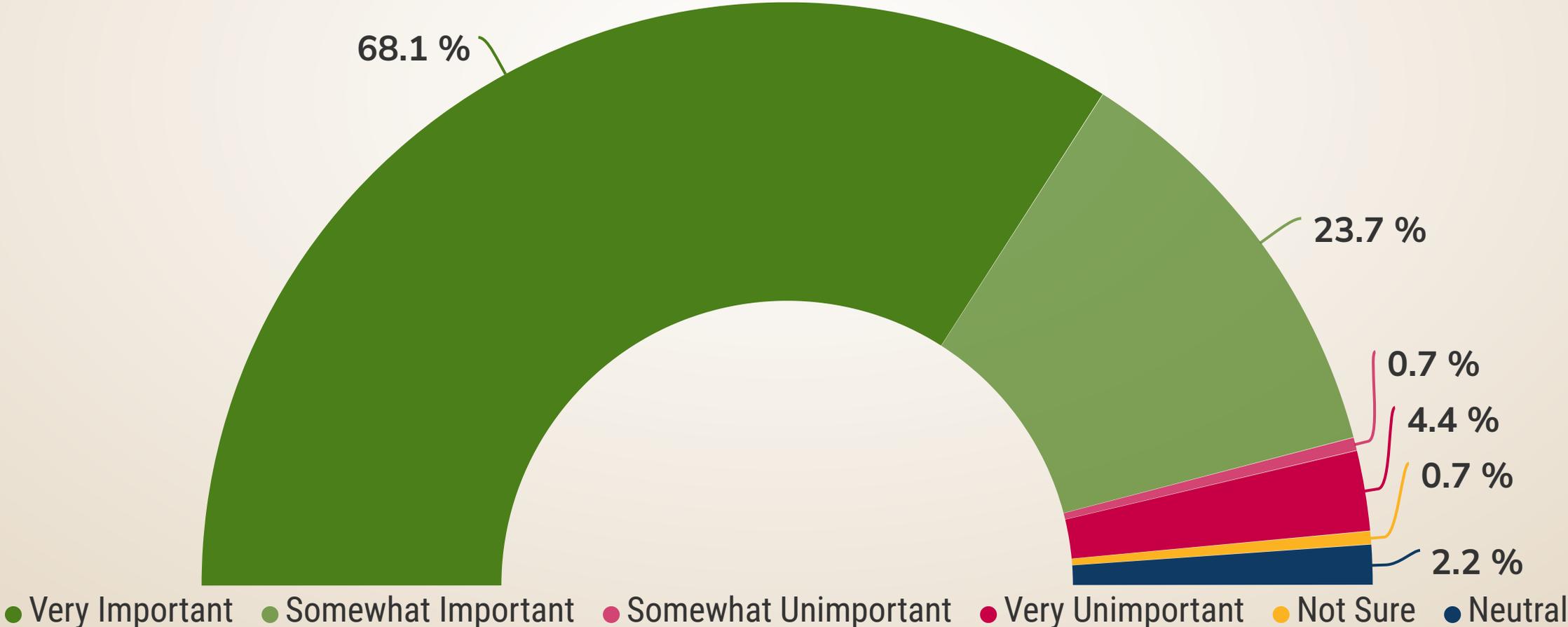
How important is it for the County to formalize how historic preservation is included in projects and services from Arlington Public Library - Center for Local History?

132 Total Responses



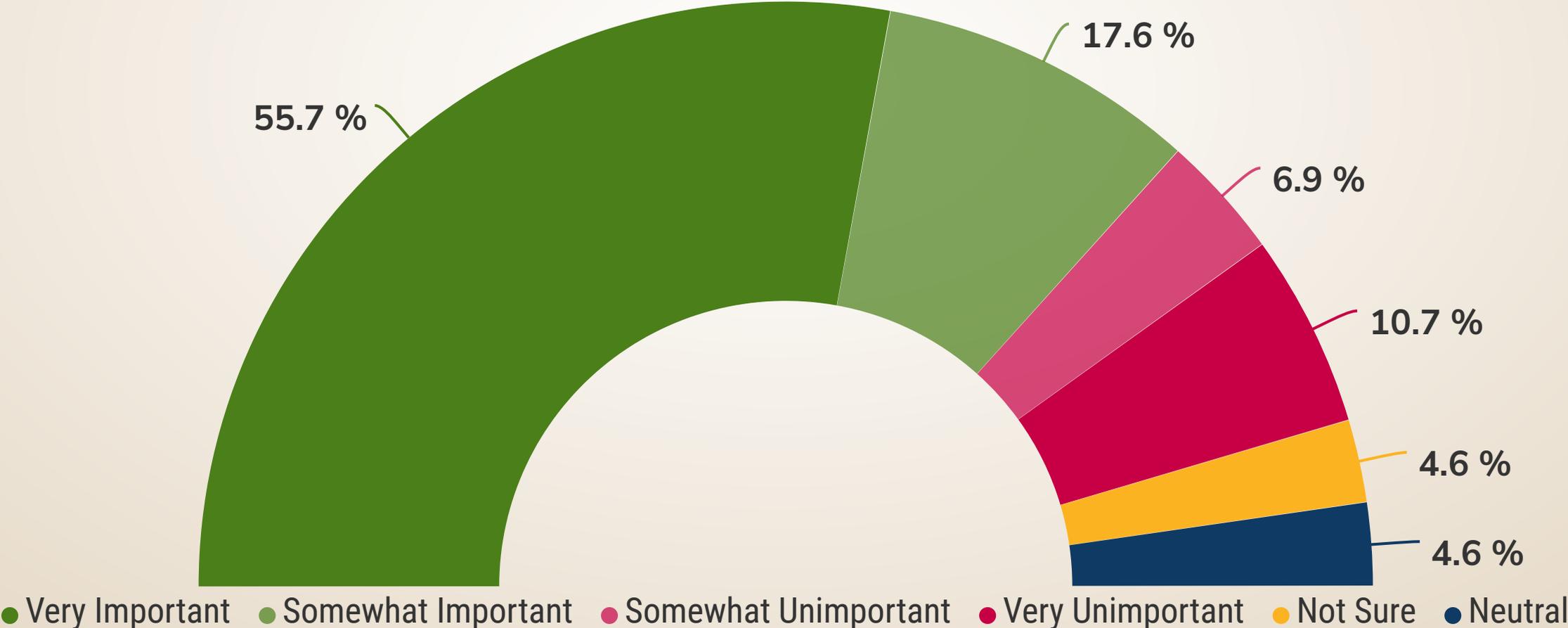
How important is it for the County to formalize how historic preservation is included in projects and services from Arlington Public Schools - Social Studies Program?

132 Total Responses



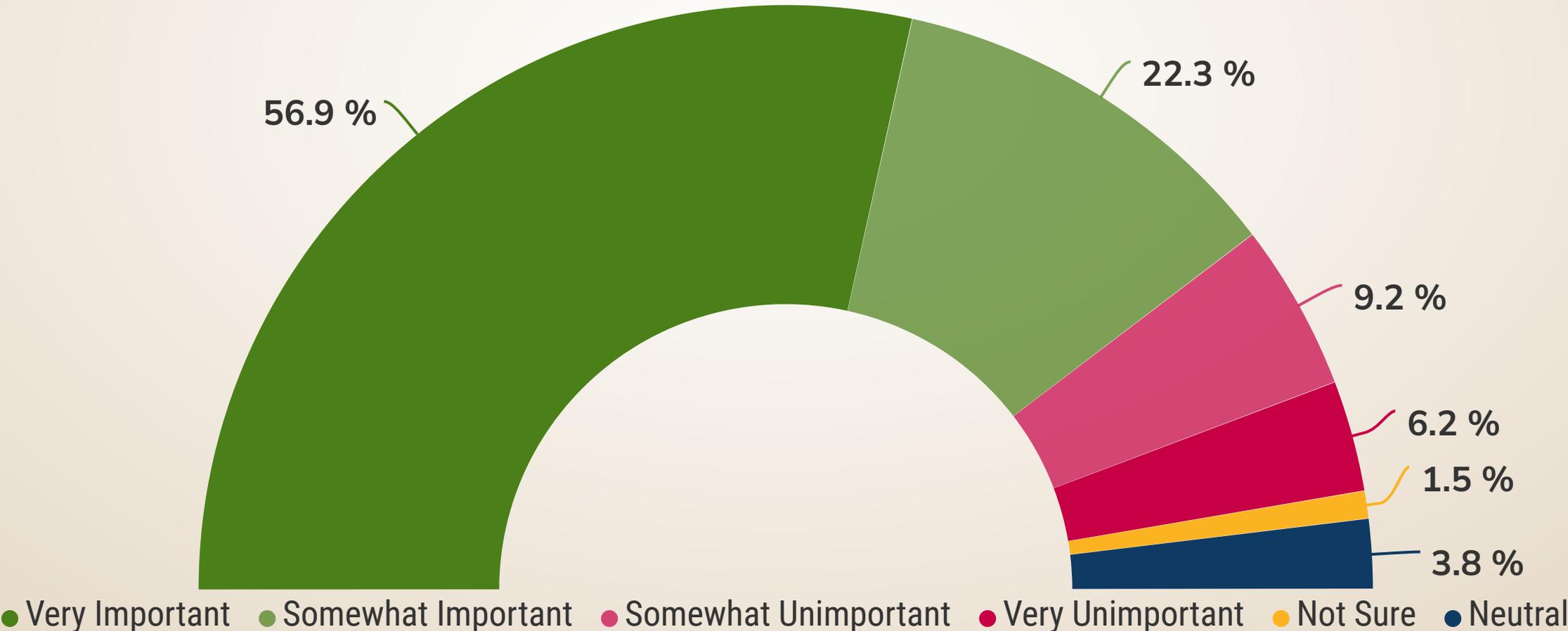
How important is it for the County to formalize how historic preservation is included in projects and services from Community Planning, Housing, & Development - Affordable Housing?

131 Total Responses



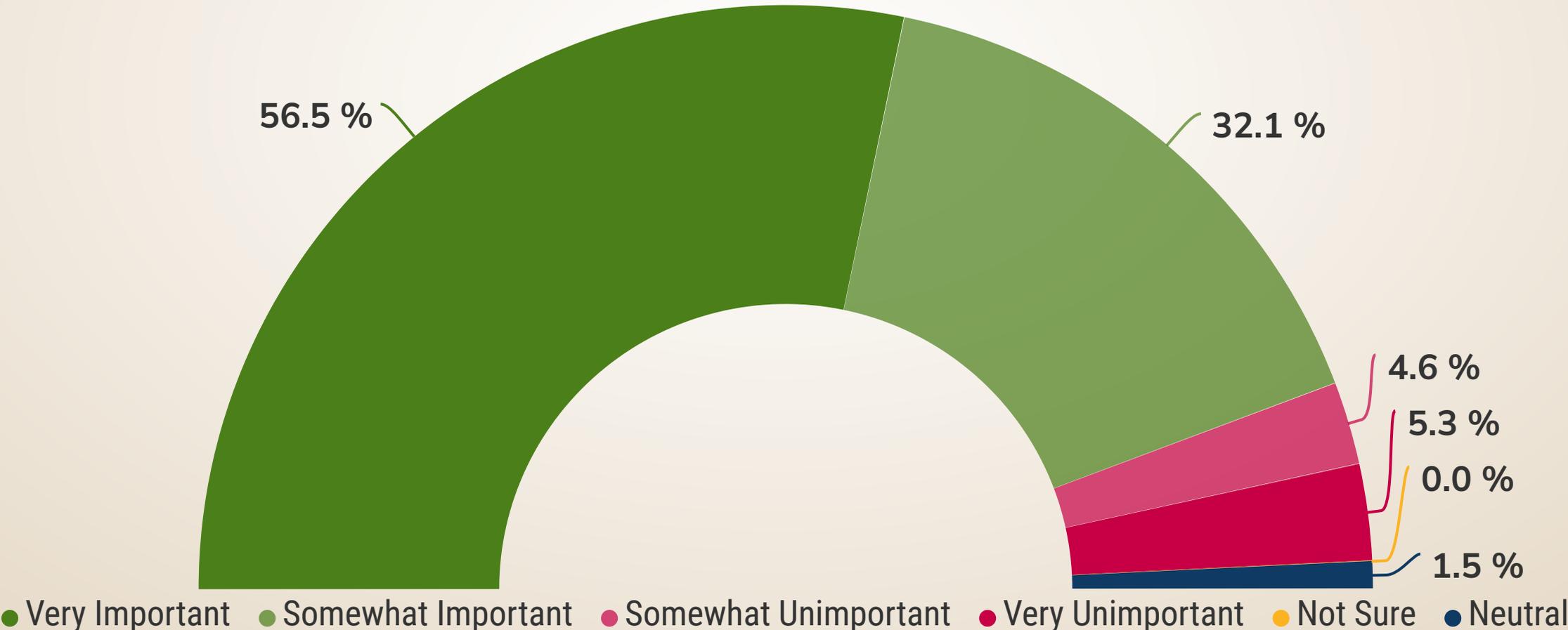
How important is it for the County to formalize how historic preservation is included in projects and services from Community Planning, Housing, & Development - Land Use Planning?

130 Total Responses



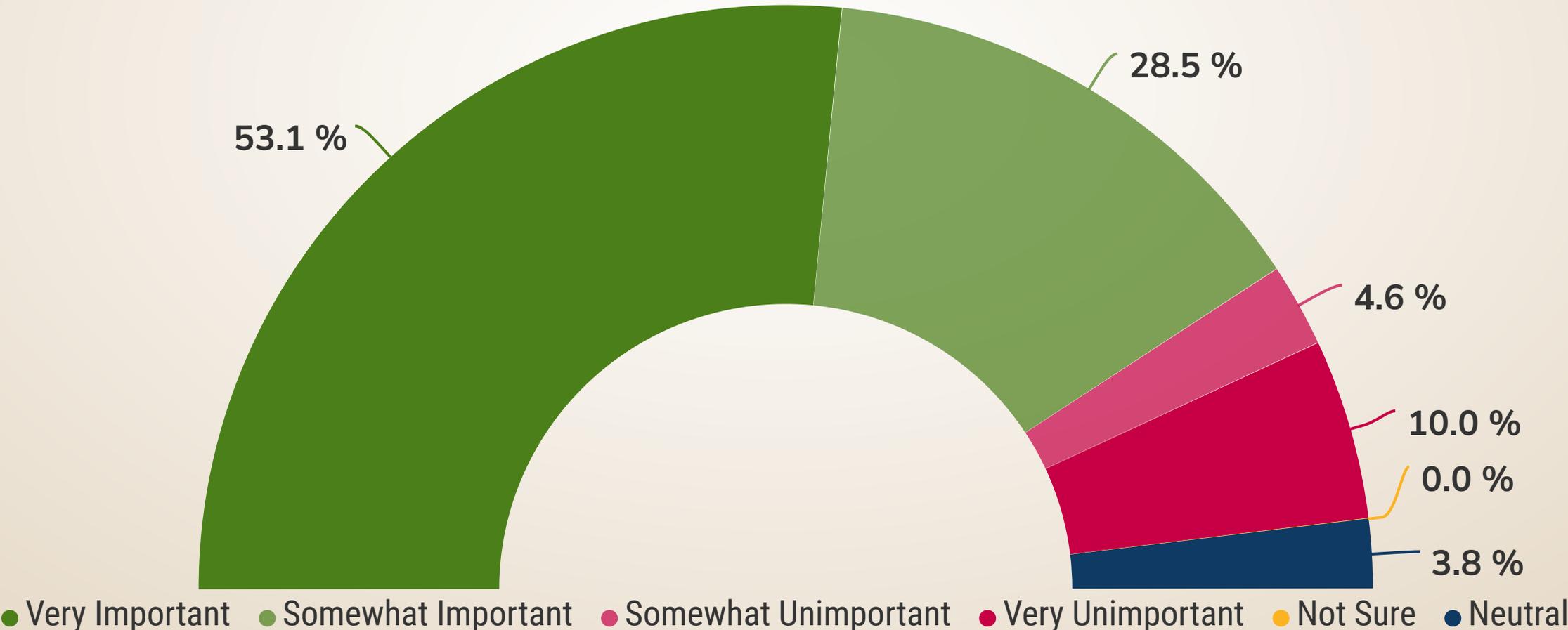
How important is it for the County to formalize how historic preservation is included in projects and services from Environmental Services - Facilities?

131 Total Responses



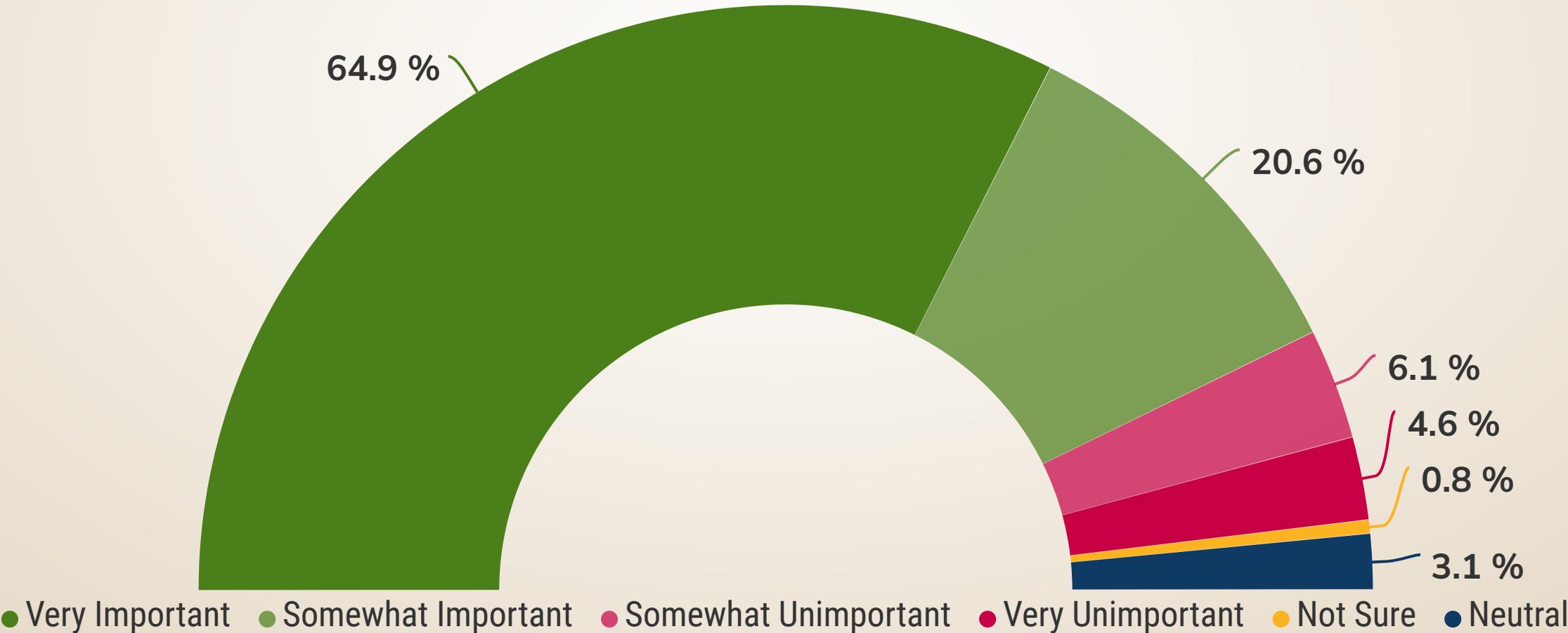
How important is it for the County to formalize how historic preservation is included in projects and services from Environmental Services - Transit?

130 Total Responses



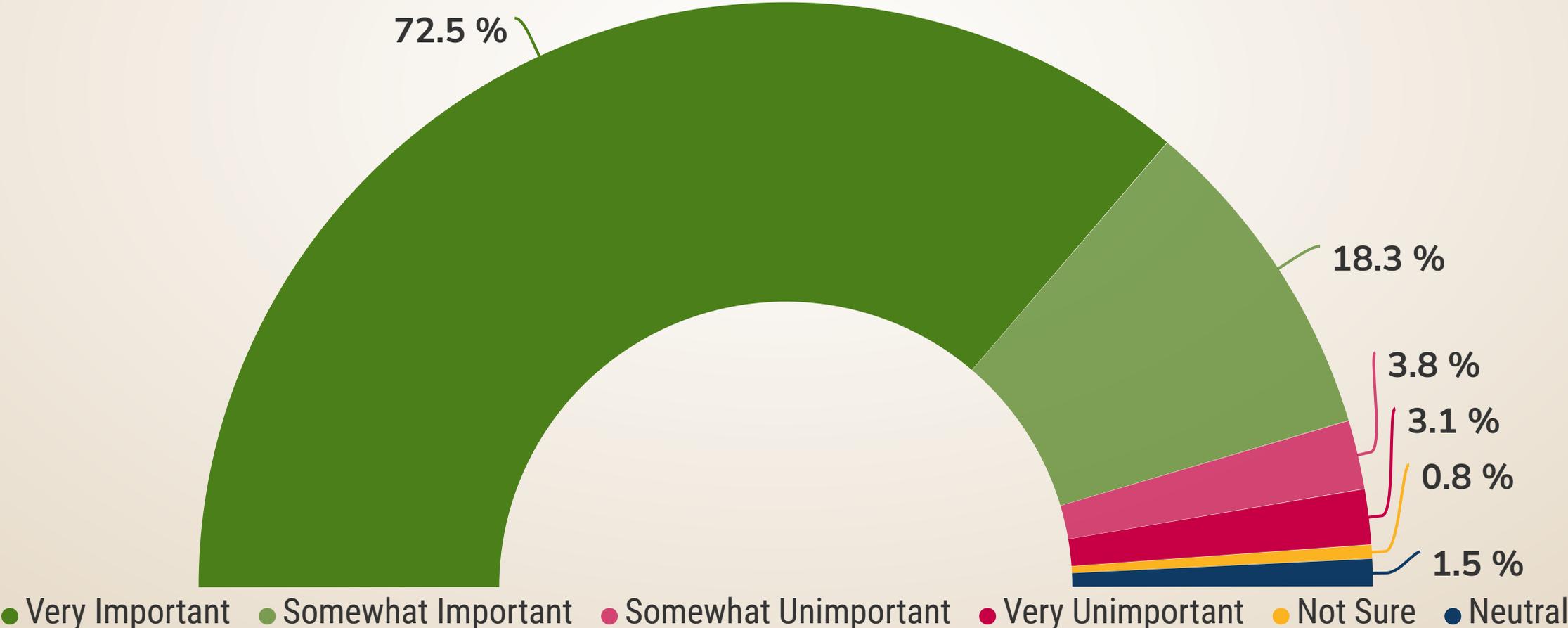
How important is it for the County to formalize how historic preservation is included in projects and services from Parks and Recreation - Parks Planning?

131 Total Responses



How important is it for the County to formalize how historic preservation is included in projects and services from Parks and Recreation - Urban Forestry?

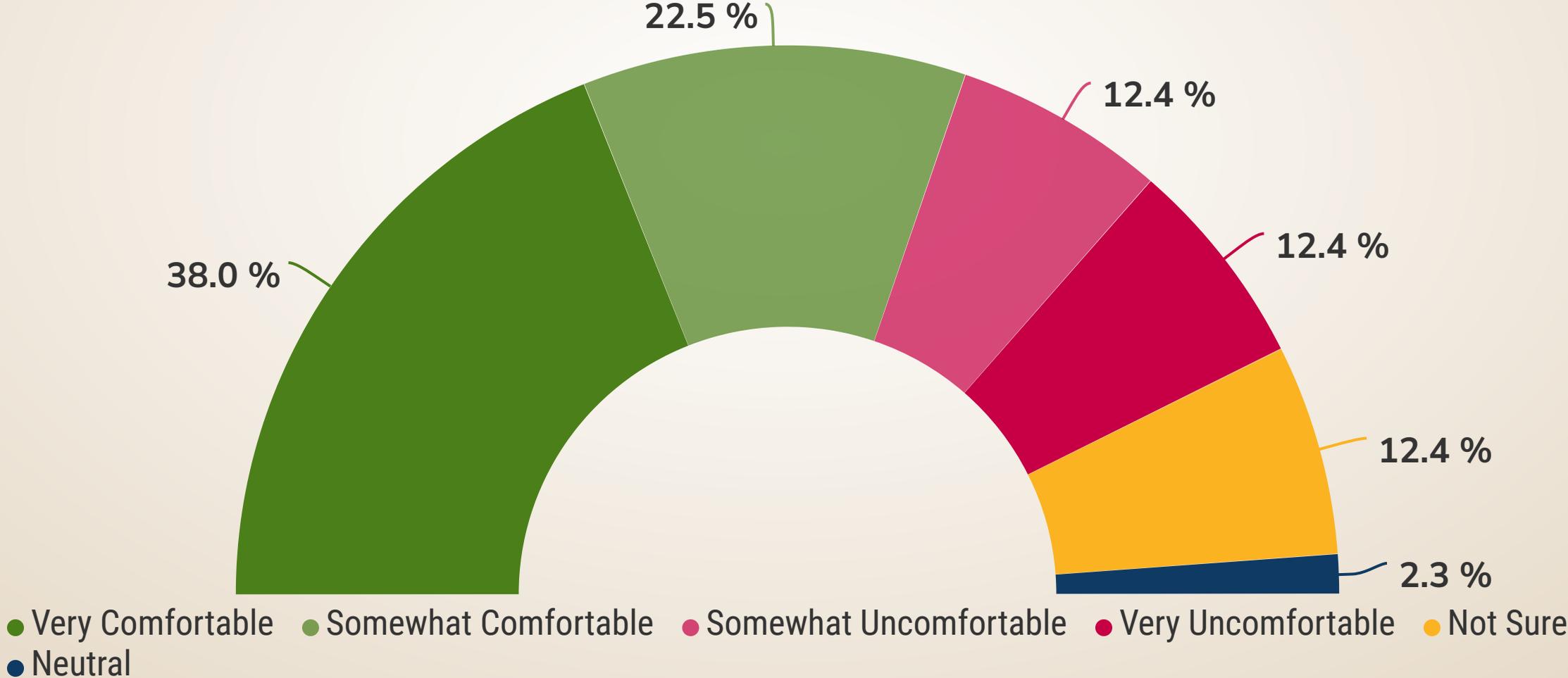
131 Total Responses



How comfortable would you be with Arlington County considering new zoning tools to allow more flexibility in how significant historic buildings and/or sites could be preserved?

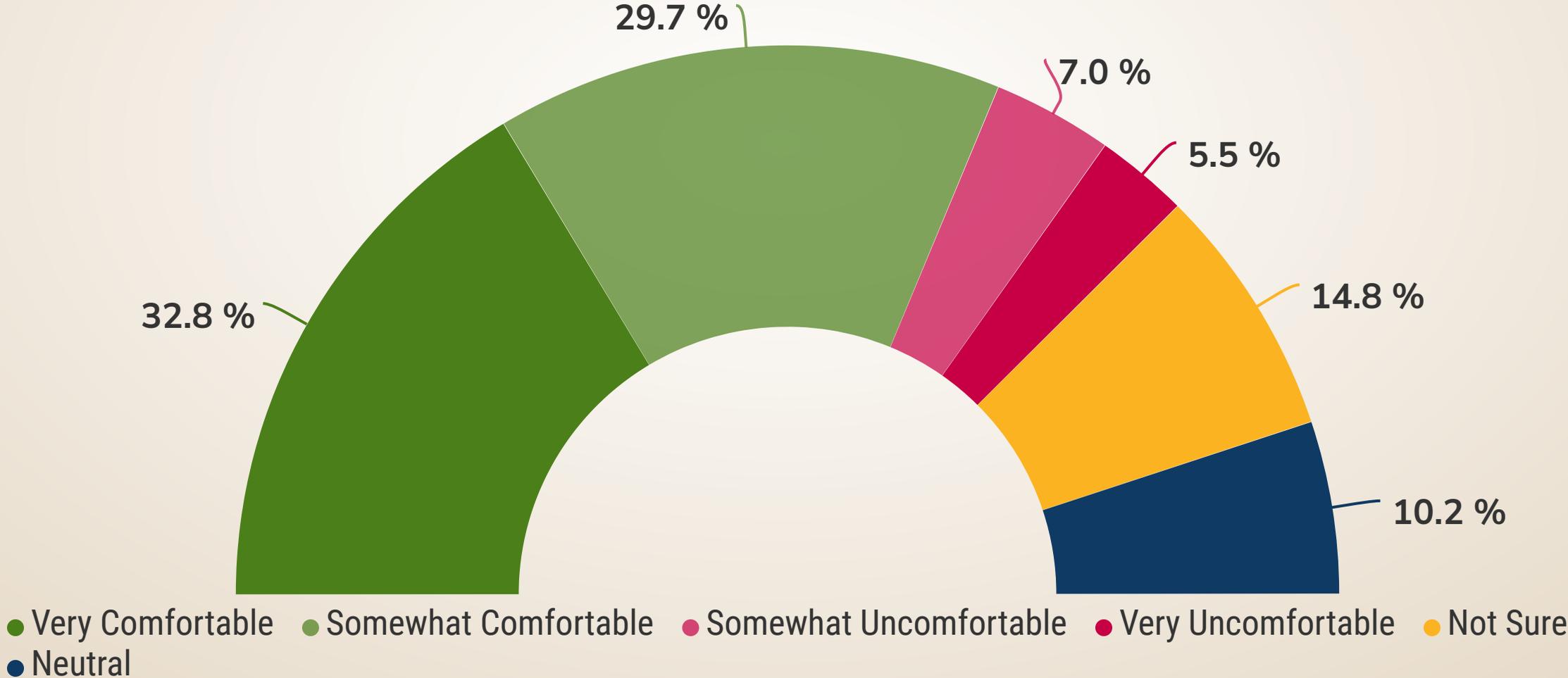
Regulation

129 Total Responses



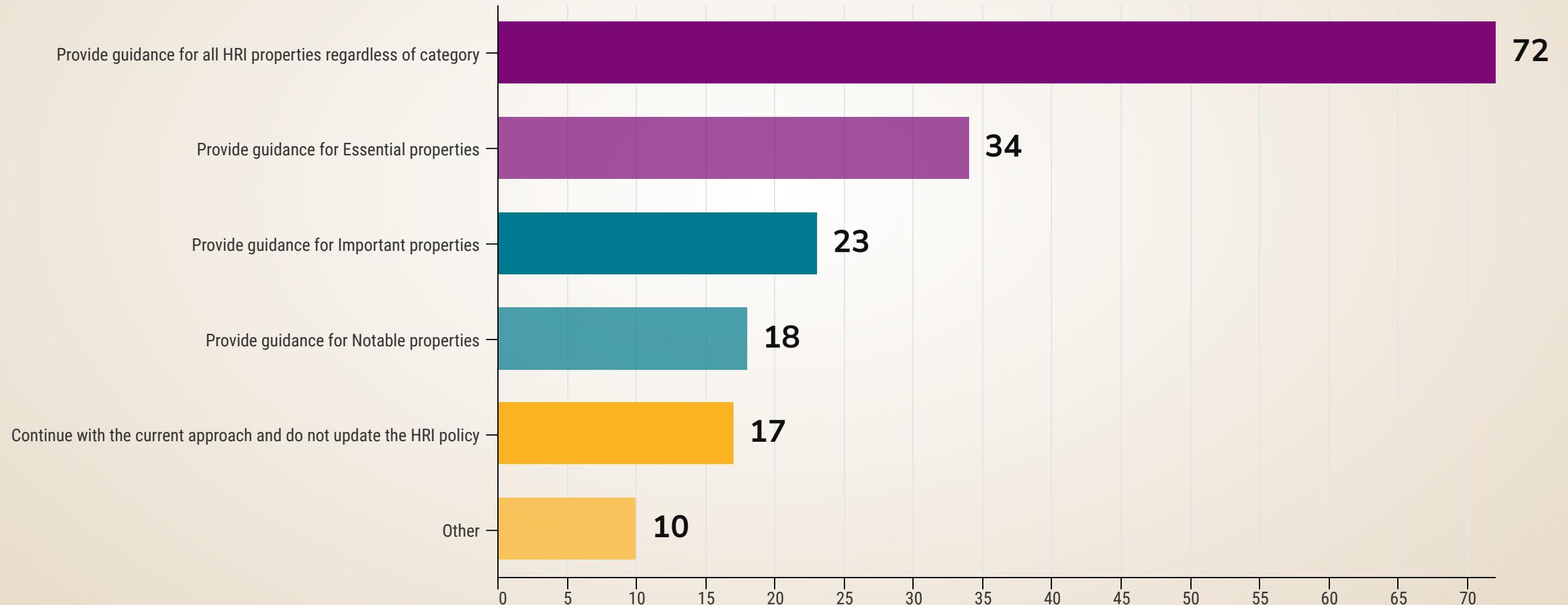
How comfortable would you be with Arlington County updating its HRI policy to provide specific preservation guidance based on the HRI ranking categories?

128 Total Responses



If the County updated its HRI policy to provide specific preservation guidance based on HRI ranking categories, how do you think that guidance should be given? Select all that apply.

126 Total Responses
10 of those "Other"



If the County updated its HRI policy to provide specific preservation guidance based on HRI ranking categories, how do you think that guidance should be given?

"OTHER" WRITE-IN COMMENTS: 10

Themes:

- Unsure

Sample Feedback:

Not sure what this means

.....

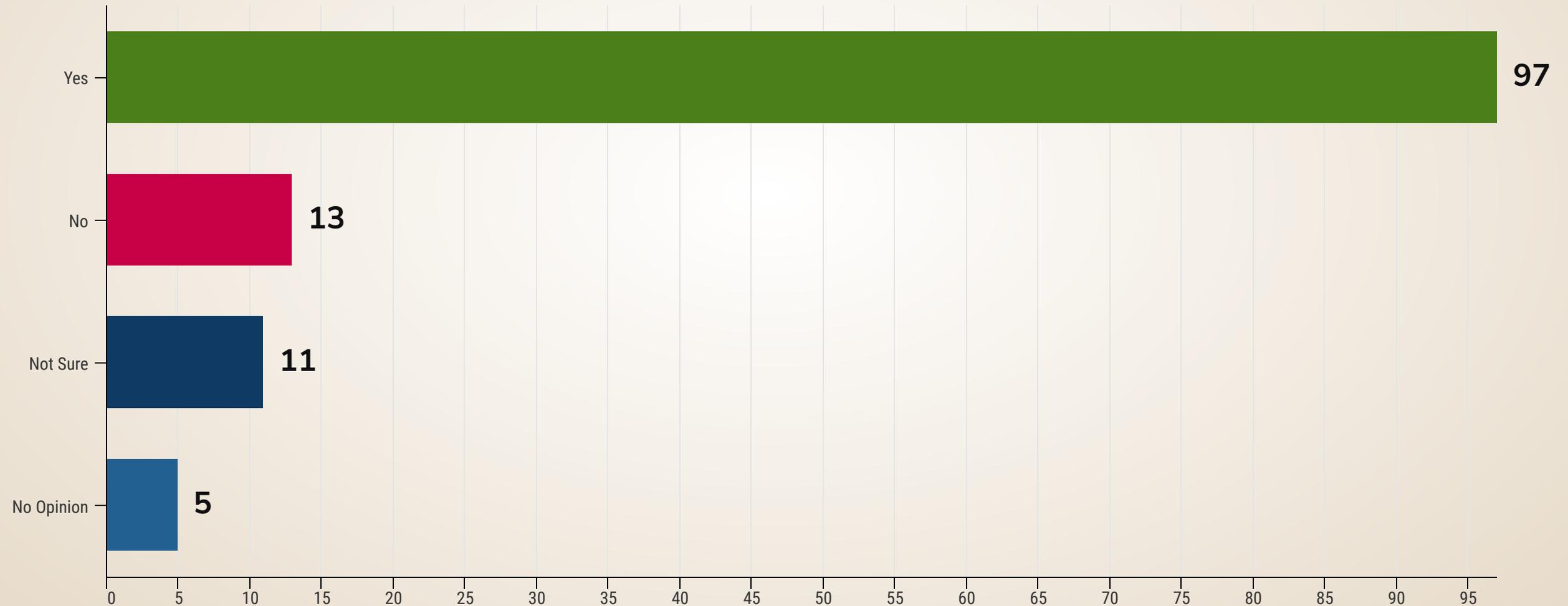
I don't know

Notes:

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Should Arlington County create new interactive mapping tools featuring historic properties?

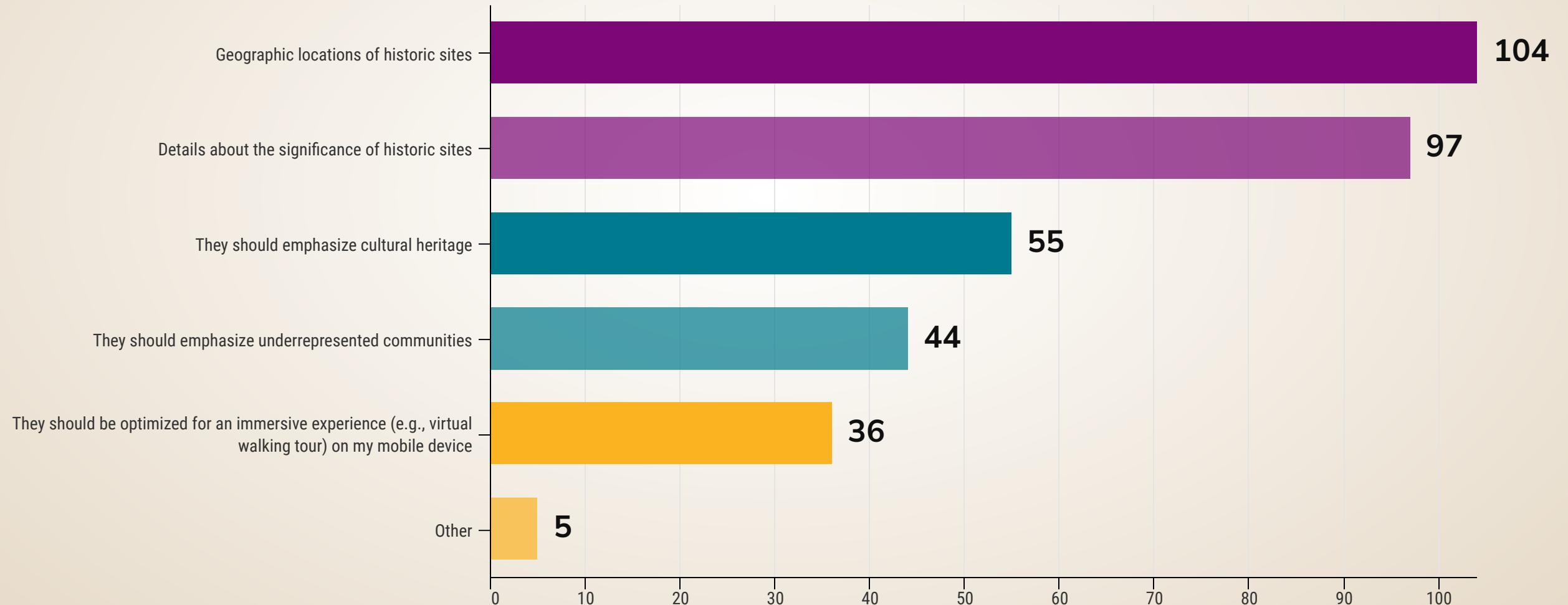
126 Total Responses



Should Arlington County create new interactive mapping tools featuring historic properties? If yes, which new map features would you find most useful? Select all that apply.

Technology,
Tools, &
Information

119 Total Responses



Should Arlington County create new interactive mapping tools featuring historic properties? If yes, which new map features would you find most useful?

"OTHER" WRITE-IN COMMENTS: 5

Themes:

- Native Americans
- Tax credits

Sample Feedback:

historic tax credit eligibility

.....

Emphasize Cultural Heritage from Native Americans going forward

Notes:

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Please share any additional feedback you have about the proposed update to the Historic and Cultural Resources Plan.

Other

57 Total Responses

Common Themes



Demolitions

delay, block, development, neighborhood character, historic homes, sustainability, lobbying



Native Americans

historic sites, land, recognition, artifacts



Archaeology

hiring archaeologist, other local jurisdictions



History

community history, history in schools, loss of history



Edits to Draft

specific edits to text



Preservation

general comments, positive, negative, funding

Please share any additional feedback you have about the proposed update to the Historic and Cultural Resources Plan.

Other

Sample Feedback

I am thrilled that the County is embarking on this update and hope that the commitment will be backed up with resources. Arlington is losing valuable history every day, developers are destroying our sense of community, and Arlington has lost its way as a result. A new plan alone won't change the marketplace and can't restore damage done but it demonstrates a respect for what came before and an understanding of what's at stake if we do not protect, honor and celebrate what's left. Thank you.

I am excited to see what these protections for historic properties could do for the community, especially related to sustainability, housing affordability, and fair zoning regulations.

Historic preservation should be used sparingly. A strip mall or a house that some rich guy I've never heard of lived in isn't historic, and preserving these places makes housing less affordable, transportation more polluting, and communities less diverse for people here today. Education is great, preserving a few significant properties is fine, but please put funds into education and maintenance, not blocking demolition of some bland McMansion so rich homeowners don't have to look at apartments.

Increasing representation of resources associated with the Black community and other communities of color in our historic landmarks should be a priority. Providing historic preservation tax credits incentivizes the protection of resources and cultural heritage of historically marginalized communities.

Notes:

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Please share any additional feedback you have about the proposed update to the Historic and Cultural Resources Plan.

Other

Sample Feedback Continued

Recognize Native American groups' historical archeological presence and identify BIPOC contributions in developing the City.

It is vital that Arlington have archeological services. An archaeologist should be hired, or a contract should be formalized for archeological services. Alexandria has such services. Our geographical location, meaning Native American habitation and U.S. history in DC and in general, implies strongly that rich archeological sites and artifacts exist in Arlington. We must preserve those sites and artifacts, and weave that knowledge into the story of Arlington

I happy this is being addressed. Just wish we had access to an archaeologist for the county for both Native American as well as historical sites.

Change "Native American" to "American Indian" to be consistent with the "National Museum of the American Indian" in D.C.

I think updating the HRI with clearer, specific recommendations would be helpful to historic preservation as well as those seeking to redevelop, modernize, and repair HRI properties. Clear guidance would expedite & focus commission discussions around proposals. The current ambiguity is unhelpful to all groups historic advocates, developers, and the County Board. Funding should be set aside to hire a County archaeologist. Arlington should have a historical trail like Boston's Freedom Trail.

Notes:

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Please share any additional feedback you have about the proposed update to the Historic and Cultural Resources Plan.

Other

Sample Feedback Continued

Arlington county residents has used historic designations to fight much of the housing and transit development that would make this area livable for those who make less than 100k per year. Please do something to prevent this continued weaponization of preserving the old and established to the detriment of the young and new.

would love to see the history of my community!

I have lived in Arlington for 76 years. I am proud of the way that Arlington has grown into a 21st Century Community with amenities from subways to broadband, from lighted pedestrian crosswalks to dedicated bicycle lanes, from handicap accessible playgrounds to adequate parks and fields. I hope that respect for our history(homes, schools, businesses, stories) and our venerable (and vulnerable)tree canopy will be relevant overlays when we proceed with further steps. into the future.

I think that preservation of our knowledge of the past is essential to societal development. I congratulate you on your devotion to this matter!

Selecting buildings for preservation is the fun and easy task. The most important buildings have already been preserved and the entire County cannot be selected. To be relevant now you must provide grants for owners to maintain these old buildings.

Notes:

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Please share any additional feedback you have about the proposed update to the Historic and Cultural Resources Plan.

Other

Sample Feedback Continued

I am pleased with the recognition that Arlington should clarify its regulatory authority in protecting historic structures from demolition. I agree that the criteria for designating historic structures should be further refined to clearly define when the county has the authority to delay or block a demolition application. I strongly believe Arlington should support legislation at the state level giving more clarification of this authority. I agree that it's time to update the HRI!!!!

History is more important than wasting money on slightly used bike lanes that add to traffic issues. I just hope you don't go nuts spending on this program.

My main concern is that historical preservation doesn't go too far and limit development of more housing. Only the most historic and beautiful properties should be protected. Much of what's old simply should be replaced for more modern and up to date buildings.

As with most things, Arlington County talks a good game about historic preservation but when it comes to implementation the developers rule. Until Arlington is willing to deny demolition permits, especially in neighborhoods that are listed on the National Historic Register, then it's all just pretty words. It's also notable that the County has chosen to drop the word "preservation" from its historic plan, much the way "conservation" was deleted from what has become the Neighborhood Program.

Notes:

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In-Person Events

IN-PERSON EVENTS



1 Open House with **8** County and Community partner groups and \approx **30** attendees

Saturday, May 6



15 in-person pop-up engagements with \approx **689** participants

April 23 - June 17

Pop Ups

Fifteen Outdoor Locations ≈ 689 participants

**Langston Boulevard Alliance
Earth Day Celebration**
Sun., Apr. 23 | 11 AM - 5 PM

Ballston Farmers Market
Thurs., Apr. 27 | 3 – 7 PM

Courthouse Farmers Market
Sat., Apr. 29 | 8 AM - 12 PM

Virginia Highlands Park
Tues., May 2 | 3 - 6 PM

**Arlington Food Assistance
Center**
Thurs., May 11 | 9:30 AM - 1 PM

Shirlington Library
Tues., May 16 | 2 - 5:30 PM

**Arlington View Neighborhood
Day**
Sat., May 20 | 10 AM - 3 PM

Columbia Pike Farmers Market
Sun., May 21 | 9 AM - 1 PM

High View Park
Wed., May 31 | 2 - 4 PM

**Living History Day - Fort C.F.
Smith**
Sat., June 3 | 10 AM - 1 PM

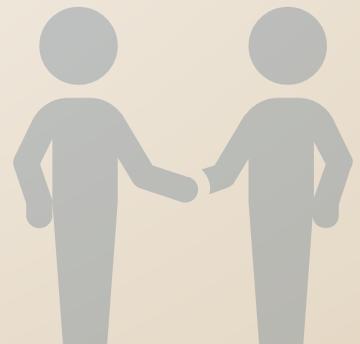
Columbia Pike Library
Tues., June 6 | 2 - 4 PM

Green Valley Drew Park
Sat., June 10 | 10 AM - 12 PM

Juneteenth Peace Rally
Thurs., June 15 | 11 AM - 2 PM

Glebe Market
Thurs., June 15 | 2- 4 PM

Columbia Pike Blues Festival
Sat., June 17 | 1 - 8:30 PM



Pop Ups Continued



Topics Discussed:

- Preservation in planning studies
- Native American history
- Demolitions
- Mapping tools
- Change prevention
- Historic preservation tools
- Historic cemeteries
- Tree loss
- Racial equity
- Arlington history
- Prioritization of historic preservation
- Immigrant history
- Local Historic Districts
- Easements
- General historic preservation education
- Cultural heritage
- Gentrification
- Incentivizing historic preservation
- Latinx history
- Archaeology
- Historic markers
- Practicality of historic preservation
- Demographics
- Tax credits
- Community engagement
- Historic and Cultural Resources Plan
- Historic preservation funding
- Historic designation
- Rehabilitation of historic properties
- Missing Middle

Photos of a Few Pop Ups



Arlington Food Assistance Center



Columbia Pike Blues Festival



Shirlington



Juneteenth Peace Rally



Ballston Farmers Market



Green Valley Drew Park

Spotlight on Historic Preservation Open House

Details:

Saturday, May 6

≈ 30 attendees

8 County and Community partner groups, including:

- Black Heritage Museum of Arlington
- Arlington Historical Society
- Beyer Blinder Belle Architects
- Local historians
- Preservation Arlington
- Department of Parks and Recreation
- Arlington Public Schools
- Arlington County Office of R.A.C.E

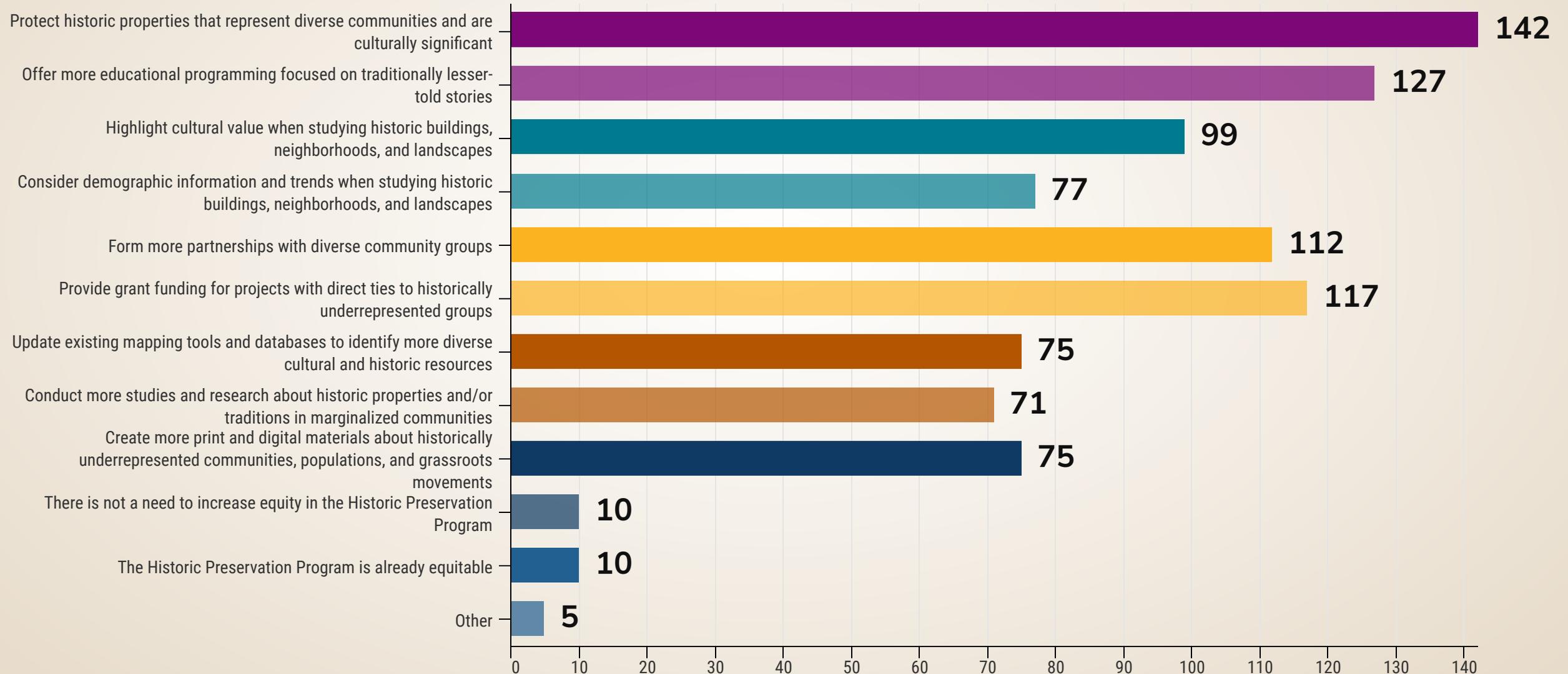
Themes Discussed:

- Demolitions
- Local Historic Districts and easements
- General historic preservation education
- Arlington history
- Historic and Cultural Resources Plan



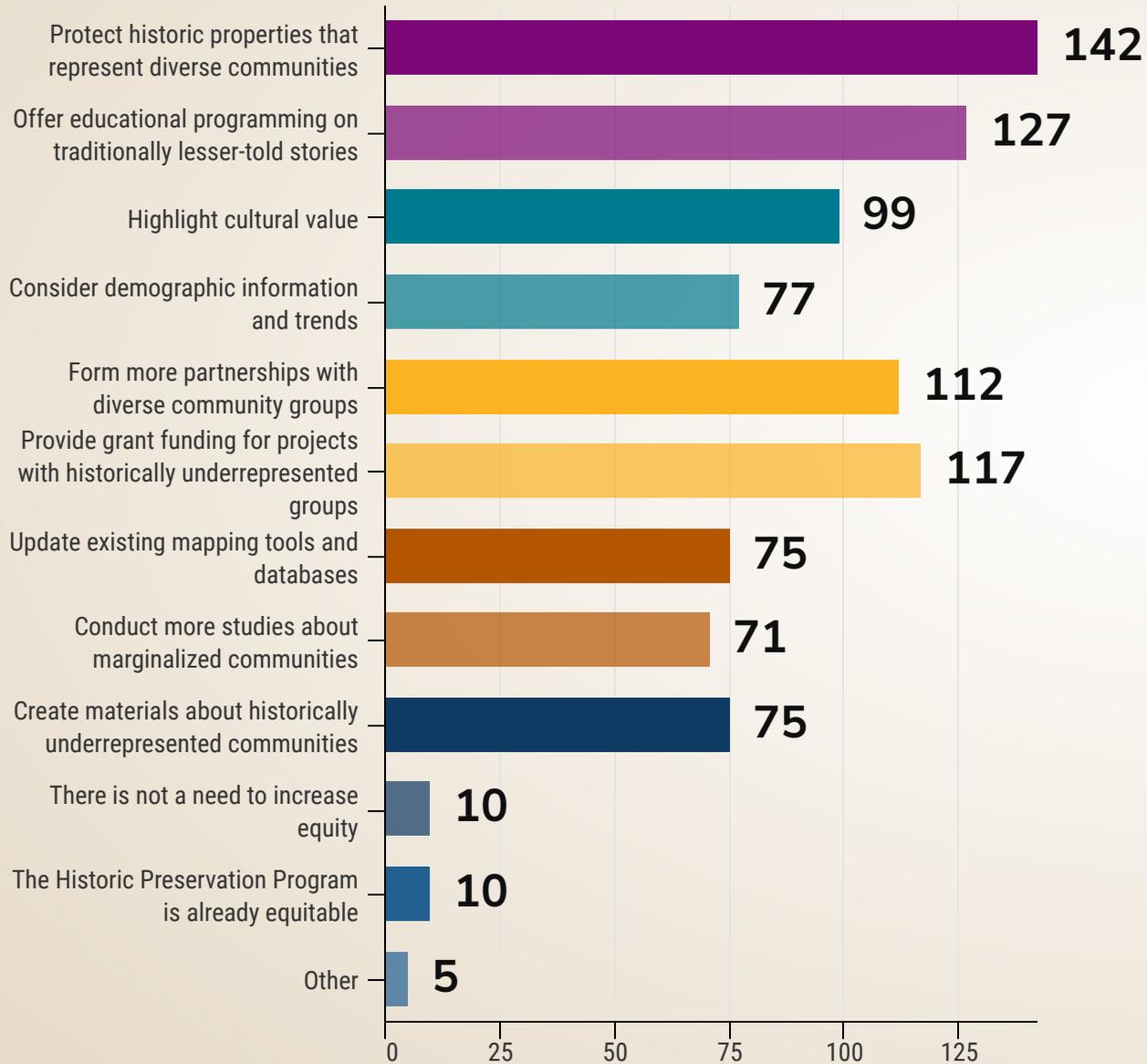
Which of the following should the Historic Preservation Program do to increase racial equity in its programming? Select all that apply.

Pop-Up
Feedback
Responses

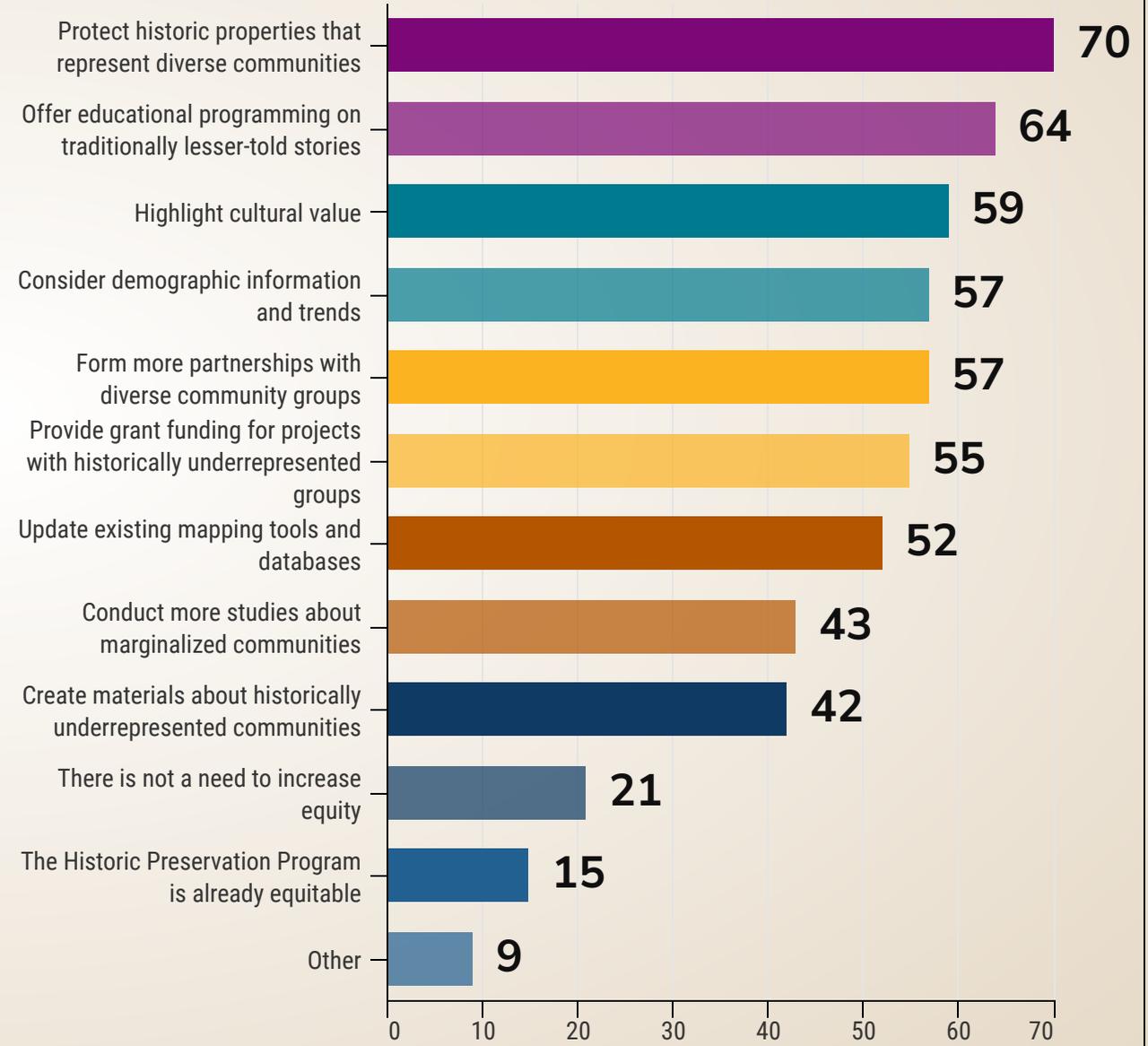


Which of the following should the Historic Preservation Program do to increase racial equity in its programming? Select all that apply.

Responses at Pop Ups

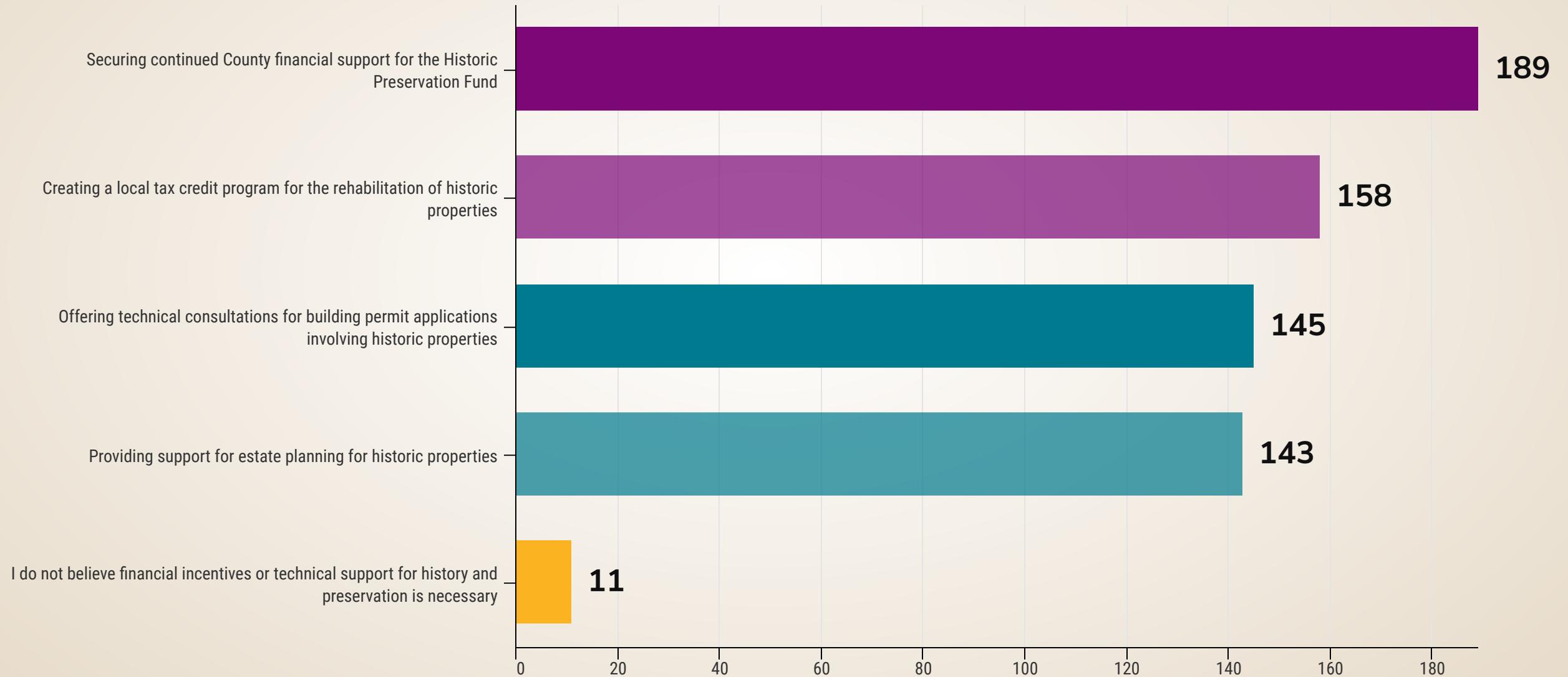


Responses to Online Feedback Form



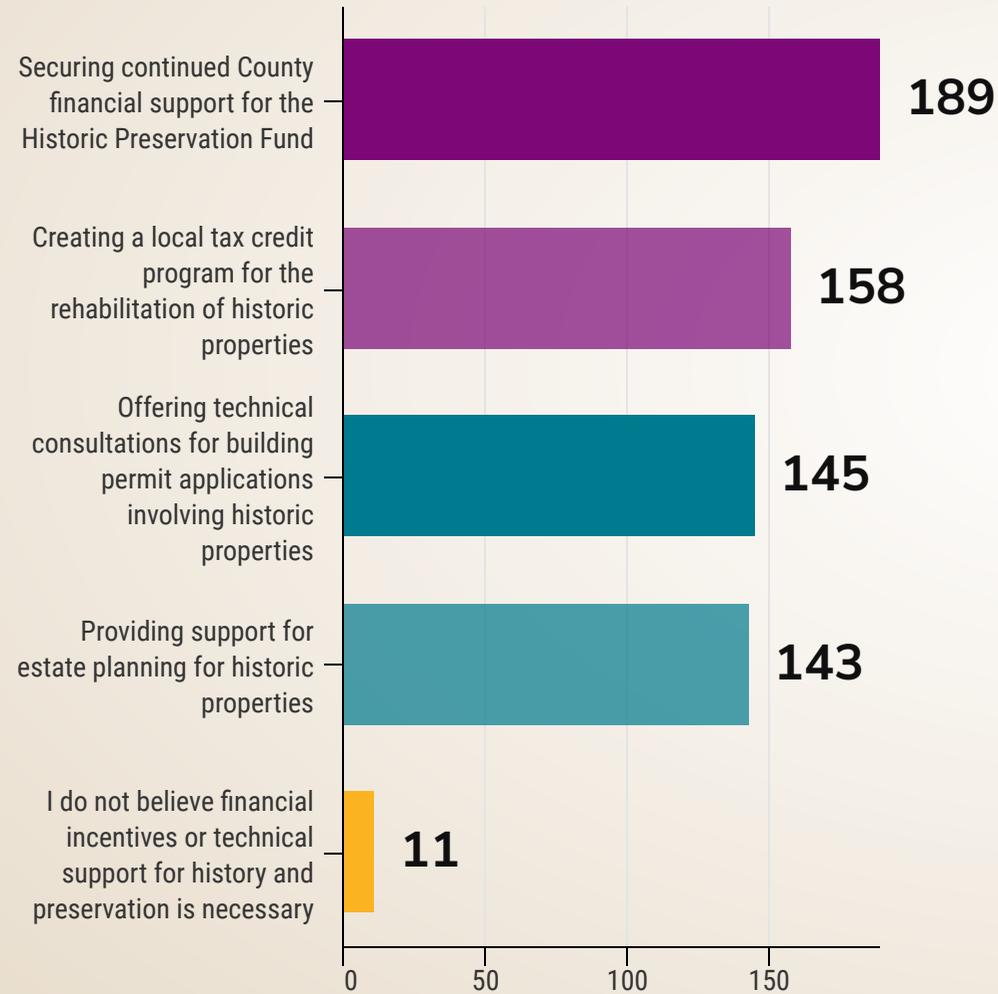
Which of the following incentives would you like the Historic Preservation Program to explore further? Select all that apply.

Pop-Up
Feedback
Responses

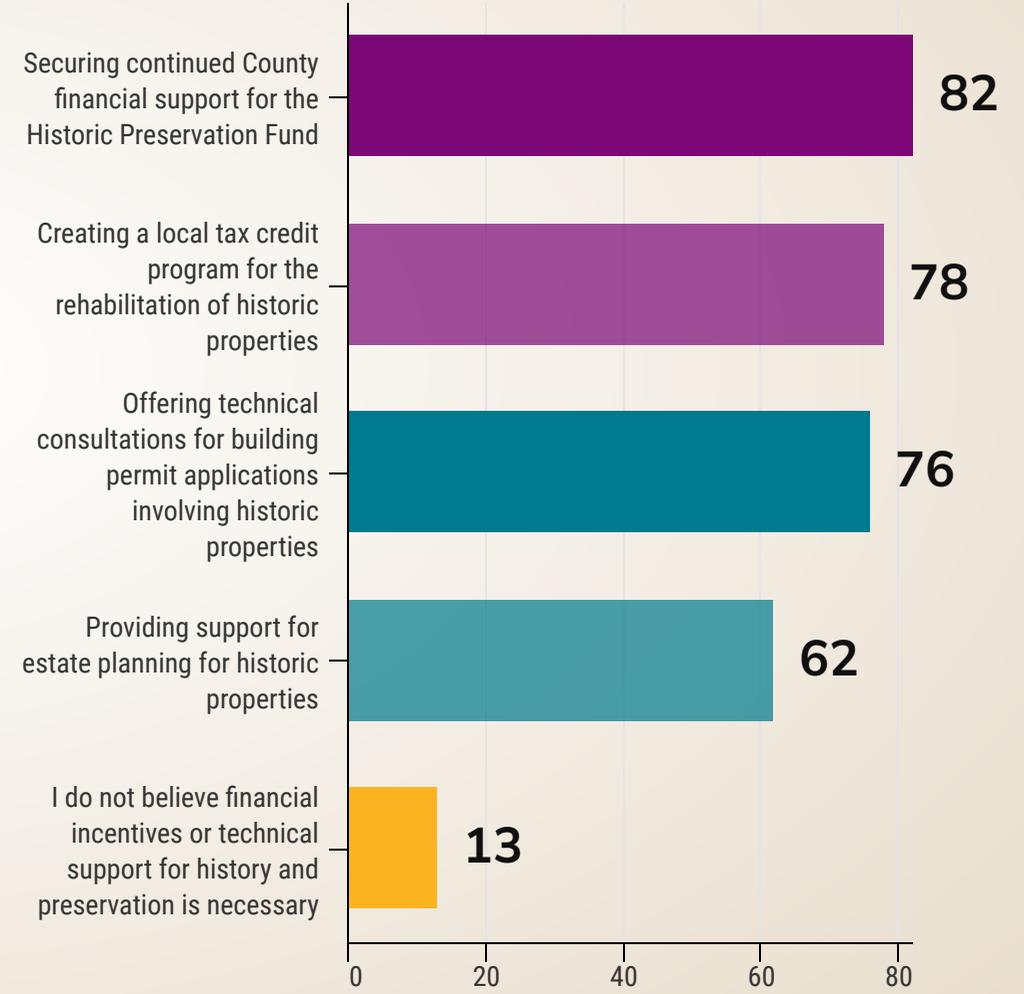


Which of the following incentives would you like the Historic Preservation Program to explore further? Select all that apply.

Responses at Pop Ups



Responses to Online Feedback Form



Written Feedback

WRITTEN FEEDBACK



9 letters and feedback
received via email

April - June

Letters and Emails

9 letters and emails

Written by residents and advocacy groups, including:

- 2 HALRB members
- 1 LHD owner
- 1 easement owner
- Arlington Forest Citizens Association
- A former HPP staffer
- Parks and Recreation Commissioner

Topics mentioned:

- Designation process
- HRI
- Biophilia
- Forestry and Natural Resources Plan
- Coordination of HPP with other County departments
- Diversity
- Historic markers
- Demolition permits
- Dillon rule
- Arlington history
- Civic association history
- Center for Local History
- Historic preservation funding
- Rehabilitation of historic properties
- Community engagement
- Historic cemeteries
- Archaeology
- Gentrification
- Prioritization of historic preservation