

RECOMMENDATIONS

The City seeks to protect and preserve its rich cultural heritage including the traditions, institutions, historic sites, and arts that serve to establish community character and enhance quality of life. This Element of the Rock Hill Vision 2020 Comprehensive Plan sets forth policies and a course of action for the preservation and promotion of historic and cultural resources. Each strategy identified below designates a responsible agency or department and a suggested timeframe for completion. Short-term tasks are anticipated to be completed within 1 to 5 years; and long-term, between 5 and 10 years. Ongoing strategies do not have a defined timeline for completion and should be carried out on an ongoing basis over the short and long-term.

HISTORIC PRESERVATION

GOAL 6-1: Protect Historically Significant Structures and Sites

Objective 6-1A: Preserve and enhance *existing* historically and architecturally significant properties, structures, neighborhoods and districts

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Review and update the Rock Hill Design Review Guideline Manual for Historic Properties as needed	Planning & Development	Ongoing
2. Examine ways to better encourage historic preservation, with stiffer penalties for intentional neglect <ul style="list-style-type: none"> ➤ Explore “demolition by neglect” ordinances and practices of other communities to develop ordinances with stricter penalties ➤ Investigate areas showing signs of neglect and proactively assist property owners improve and maintain historic properties 	Planning & Development	Short-term
3. Encourage existing historic neighborhoods to promote identity and instill community pride through signage, markers, and lighting, as appropriate	Planning & Development; Economic & Urban Development; Housing & Neighborhood Services	Ongoing
4. Support redevelopment and adaptive reuse efforts, particularly within Downtown	Planning & Development; Economic & Urban Development	Long-term
5. Encourage historical organizations to create and maintain an architectural salvage program for the reuse of items from demolished historical buildings in restoration projects	Planning & Development	Long-term

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Objective 6-1B: Identify properties, structures, neighborhoods and districts for **potential** historical significance and evaluate the need to recognize and protect those with historical significance

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Adopt the 2004 Historic Survey Update and implement its recommendations	Planning & Development	Short-term
2. Update the Historic Survey to include additional potentially historic sites, buildings, and districts, as needed	Planning & Development	Long-term
3. Continue to evaluate and recommend properties or sites for nomination to the National Register of Historic Places and local designation	Planning & Development; Economic & Urban Development	Ongoing
4. Work with neighborhoods to establish Neighborhood Overlay Districts with flexible design guidelines and encourage them to promote neighborhood identity and instill community pride through signage, markers, lighting, as appropriate	Planning & Development; Housing & Neighborhood Services	Long-term
5. Identify, evaluate, and seek to protect historic cemeteries and gravesites (whether marked or unmarked) for local designation and/or identification through the SC Historical Marker Program	Planning & Development; Administrative Services	Long-term
6. Investigate areas showing signs of neglect and proactively assist property owners to improve and maintain potentially historic properties	Planning & Development; Housing & Neighborhood Services	Ongoing
7. Explore a conservation easement program to obtain conservation easements from property owners to preserve historic resources	Planning & Development	Long-term
8. Support religious institutions in their efforts to preserve and promote recognition of potential historic churches and their significance to the history of Rock Hill	Planning & Development	Ongoing
9. Seek to promote preservation of African-American heritage. Evaluate and seek to protect known and potentially significant African-American historic sites, buildings, neighborhoods and districts	Planning & Development	Ongoing

Objective 6-1C: Seek funding to enhance and preserve the historic character of properties

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Seek funding for small historic preservation projects such as surveys, workshops, National Register and local register nominations, signs, etc.	Planning & Development; Economic & Urban Development	Short-term
2. Seek opportunities to obtain deteriorating historic properties and funding for rehabilitation, and resell for home ownership	Planning & Development; Housing & Neighborhood Services	Long-term

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3. Explore funding opportunities for low interest loans for rehabilitation and grants for façade improvements	Planning & Development; Housing & Neighborhood Services; Economic & Urban Development	Short-term
4. Explore incentives to prevent “demolition by neglect” of existing and potentially historic sites	Planning & Development	Short-term

Objective 6-1D: Identify and preserve prehistoric and historic archaeological resources

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Work with South Carolina Department of Archives and History and York County Culture & Heritage Museums to identify and preserve possible archaeological sites and artifacts	Planning & Development	Ongoing
2. Recognize significant archaeological sites through the SC Historical Marker Program	Planning & Development	Ongoing
3. Maintain communication with Catawba Indian Nation on their archaeological investigations in the area	Planning & Development	Ongoing

PRESERVATION & GROWTH OF CULTURAL RESOURCE OPPORTUNITIES

GOAL 6-2: Promote Cultural Resources as a Valuable Asset to Economic Development

Objective 6-2A: Support and enhance cultural tourism opportunities for residents and visitors

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Support cultural tourism programs that feature walking tours, driving tours, step-on-guide bus tours, IPOD tours, “geocaching” tours, or other means	Parks, Recreation & Tourism	Short-term
2. Support the efforts of the Rock Hill/York County Convention and Visitors Bureau to develop cultural tours featuring African-American history, gardens, cemeteries, public art, historic markers, etc.	Parks, Recreation & Tourism	Short-term
3. Continue to seek funding for improvements to enhance Glencairn Garden in accordance with the Glencairn Garden Master Plan	Parks, Recreation & Tourism	Ongoing
4. Support recommendations within the “Tourism Product Development Strategy for the Catawba Region” prepared by the SC Department of Parks, Recreation & Tourism that further tourism development in the region	Parks, Recreation & Tourism	Long-term

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Objective 6-2B: Promote Old Town as an arts and cultural destination

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Support and enhance existing Old Town cultural facilities	Parks, Recreation & Tourism; Economic & Urban Development	Ongoing
2. Continue to sponsor and promote cultural events in the Old Town in order to foster reinvestment	Parks, Recreation & Tourism; Economic & Urban Development	Ongoing
3. Support the development of new cultural facilities in Old Town, such as a Children's Museum and Old Town Market	Parks, Recreation & Tourism; Economic & Urban Development	Short-term
4. Support the Old Town Amphitheater at City Hall as an entertainment venue	Parks, Recreation & Tourism; Economic & Urban Development	Ongoing
5. Seek to attract culturally diverse businesses to the Old Town	Economic & Urban Development	Ongoing
6. Permit and promote the use of public spaces in Old Town as locations for art exhibitions and display venues	Parks, Recreation & Tourism; Planning & Development; Economic & Urban Development	Ongoing
7. Encourage Old Town property owners and developers to incorporate public art space and community gathering areas	Planning & Development; Economic & Urban Development	Ongoing
8. Support development of the Rock Hill Streetcar initiative to promote cultural events and tourism in Old Town	Parks, Recreation & Tourism; Economic & Urban Development	Long-term
9. Invest in capital improvements to the Gettys Center to enhance its value and usefulness	Parks, Recreation & Tourism; Economic & Urban Development	Short-term

GOAL 6-3: Incorporate the Arts as a Prominent Element of Daily Life

Objective 6-3A: Maximize access to the Arts by encouraging greater involvement of Rock Hill's diverse community, including all age, ethnic, and economic groups

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Identify real and perceived barriers to community participation in the arts and cultural events and develop community outreach programs to remove or reduce these barriers	Parks, Recreation & Tourism	Short-term
2. Engage senior citizens and other long-time residents who have a direct connection to Rock Hill's local heritage to actively participate in cultural programs	Parks, Recreation & Tourism	Short-term

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3. Encourage tourism partners to develop Spanish translations of marketing materials	Parks, Recreation & Tourism; Human Resources; City Management	Short-term
4. Ensure diverse representation of local artists and community members in arts programming	Parks, Recreation & Tourism	Ongoing

Objective 6-3B: Promote and encourage a variety of local and international cultural events and programming

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Support international events that promote cultural awareness	Parks, Recreation & Tourism; Human Resources	Ongoing
2. Express interest to arts groups regarding the establishment of an international festival featuring multiple nationalities	Parks, Recreation & Tourism; Human Resources	Short-term
3. Support and promote the establishment of businesses and restaurants that feature food, merchandise, and customs that represent local cultural traditions, and consider offering incentives to local vendors to participate in special events and festivals	Economic & Urban Development; Planning & Development; Parks, Recreation & Tourism	Short-term
4. Support the work of No Room for Racism, Mayor’s Youth Council, Human Relations Committee, MLK Task Force, and Mayor’s Committee on Employment of People with Disabilities	Human Resources; Parks, Recreation & Tourism; Customer Service; City Management	Ongoing

EDUCATION & PUBLIC AWARENESS

GOAL 6-4: Promote Education and Awareness of Cultural Resources and Venues

Objective 6-4A: Support arts and cultural education programs for Rock Hill residents and visitors

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Encourage child-based alternative/focused learning school facilities and programs designed for arts and cultural enrichment, such as the Children’s Museum	City Departments	Ongoing
2. Endorse arts, preservation, civic and tourism organizations in their efforts to coordinate programs and exhibits that educate the public about local cultural resources	City Departments	Ongoing
3. Promote community arts programs and camps geared for all age groups	City Departments	Ongoing
4. Support joint educational programming with the schools and the community such as “Artists & Civic Engagement [ACE] Projects” and similar programs	Parks, Recreation & Tourism	Ongoing

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5. Support arts and cultural programming venues at the Gettys Center	Parks, Recreation & Tourism; Economic & Urban Development	Ongoing
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Objective 6-4B: Develop a more comprehensive approach to disseminate information about cultural sites and events, leading to greater public participation

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Coordinate with county agencies, non-profit arts and cultural organizations, and educational institutions on establishing a website containing information about arts, historic and cultural programming and a calendar of upcoming arts and cultural events	Parks, Recreation, & Tourism; Economic & Urban Development	Short-term
2. Develop a marketing strategy that focuses on Rock Hill as the center of events, festivals, and historical interest	Planning & Development; Parks, Recreation & Tourism; Economic & Urban Development	Short-term
3. Create and publicize a directory of local cultural and historic resources	Parks, Recreation & Tourism; Planning & Development	Short-term
4. Disseminate information on Rock Hill area cultural facilities, programs, and events by providing kiosks in public places and support Rock Hill/York County Convention & Visitors Bureau's efforts to include brochure racks in local motels/hotels	Parks, Recreation & Tourism; Economic & Urban Development	Short-term
5. Pursue marketing opportunities to the greater Charlotte region on local cultural facilities and events	Parks, Recreation, & Tourism; Economic & Urban Development	Short-term
6. Consider non-traditional ways to promote cultural events such as e-mail, various internet applications, partnerships with media for human interest articles, etc.	Parks, Recreation, & Tourism; Economic & Urban Development; City Management	Short-term

Objective 6-4C: Increase public awareness and understanding of the importance and benefits of historic preservation

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Encourage realtors to promote the historic aspects of for-sale historic properties	Planning & Development	Short-term
2. Explore ways to proactively implement the International Property Maintenance Code standards through increased community involvement	Housing & Neighborhood Services; Planning & Development	Short-term
3. Provide informational materials in a centralized location and develop educational programs on state and local historic preservation tax incentives as well	Planning & Development	Short-term

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as maintenance and compliance with design review guidelines for historic properties		
4. Support historic preservation outreach efforts through the Board of Historic Review	Planning & Development	Ongoing

PARTNERSHIPS & COORDINATION

GOAL 6-5: Develop Partnerships to Support Cultural Resources

Objective 6-5A: Work with state and county agencies, non-profit arts and cultural organizations, and educational institutions to develop and support arts and cultural resources

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Seek partnership opportunities with York Technical College through its Construction Management program for restoration and rehabilitation of historic properties, both existing and potential	Housing & Neighborhood Services; Planning & Development	Ongoing
2. Promote partnerships among cultural and arts organizations and agencies including, but not limited to, the City, Arts Council of York County, York County Government, York County Culture & Heritage Museums, York County Library, Historic Rock Hill, Rock Hill Schools, York Technical College, Clinton Junior College, and Winthrop University to develop joint arts and cultural programs	Parks, Recreation & Tourism	Ongoing
3. Identify and work with community groups in the organization of publicly sponsored arts and cultural events and festivals	Parks, Recreation & Tourism; Economic & Urban Development	Ongoing
4. Coordinate with the initiatives of the South Carolina Parks Recreation & Tourism Product Development Initiative in Non-Coastal Areas, "Pure Carolinas" initiative, the Catawba Scenic River designation (blueway), and Carolina Thread Trail (greenway)	Parks; Recreation and Tourism	Ongoing
5. Encourage collaboration among local arts organizations to cross promote cultural events	Parks; Recreation & Tourism; Economic & Urban Development	Ongoing
6. Coordinate with Historic Rock Hill in its efforts to preserve historic properties and promote cultural heritage, such as the White Home and East Town Neighborhood	Planning & Development; Economic & Urban Development	Ongoing

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