

**NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION®**



Preventing Demolition of Historic Structures

Cape-Wide Historic Preservation Workshop, April 2, 2009

Why make the effort? Why do it now?



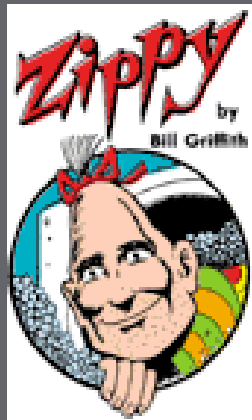
Saturday afternoon downtown...here?



Or here?



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Almy House, Dartmouth, MA





NATIONAL TRUST FOR HISTORIC PRESERVATION'



NATIONAL TRUST FOR HISTORIC PRESERVATION'

Mendon, MA



Buffalo, NY



Spring Lake, NJ



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Creating the Roadmap



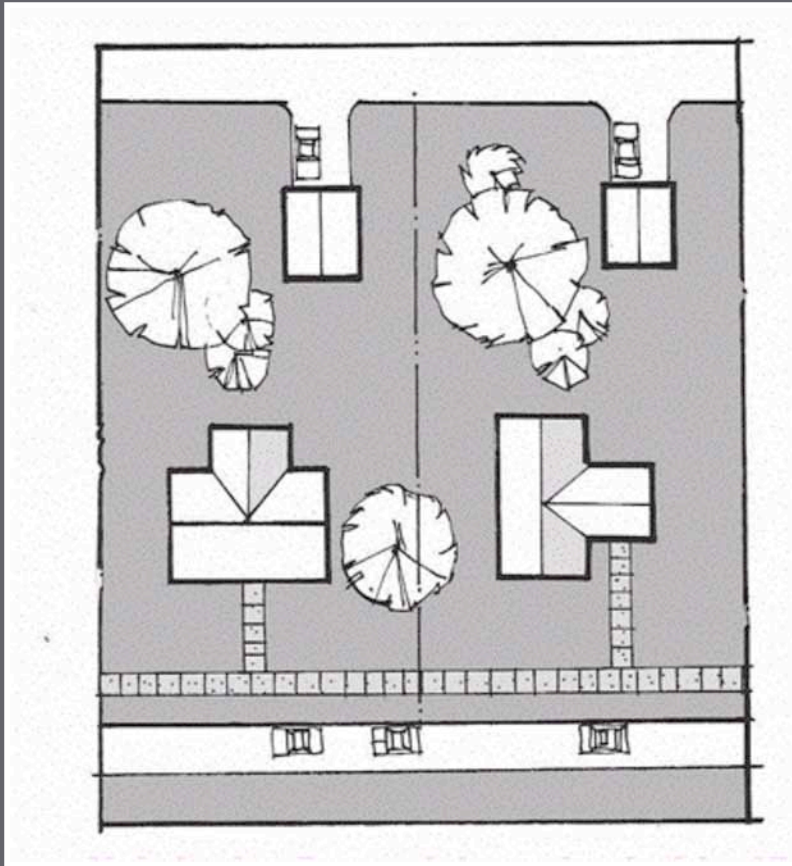
Why do you need a plan?



Tools and Techniques

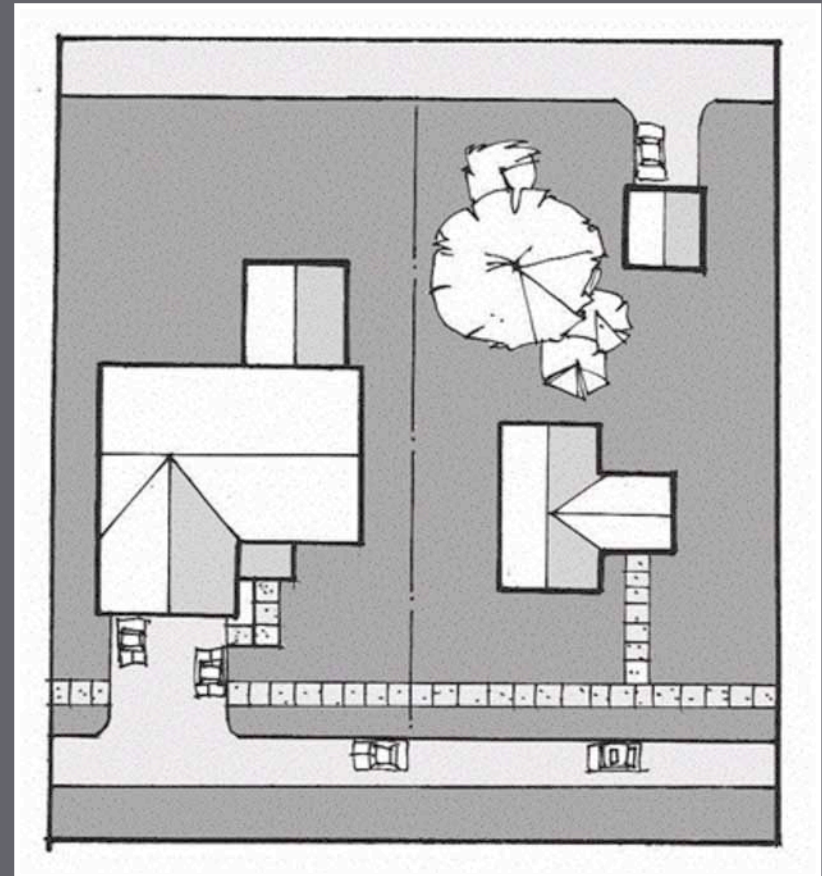
1. Survey and inventory
2. “Cooling-off” period—temporary moratorium
3. Demolition delay
4. Visual simulations for allowable “build-outs”
5. Local Historic District designation
6. Design review and design guidelines
7. Floor-to-area-ratios or lot-coverage formulas
8. Setback requirements and Open Space Standards
9. Overlay districts
10. Financial programs and incentives
11. Preservation Restrictions

Visual Simulations

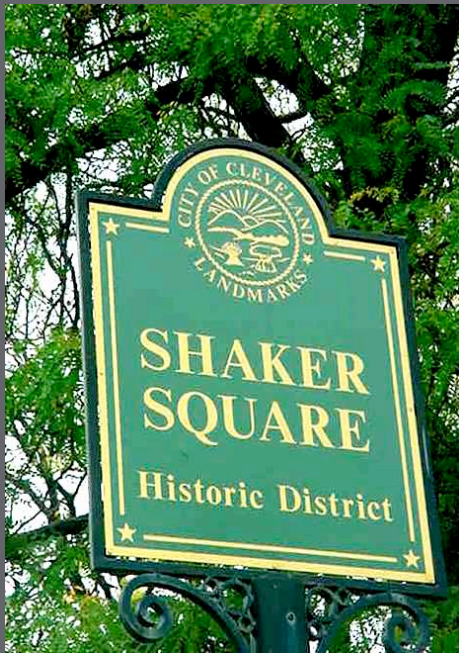


Before: existing conditions

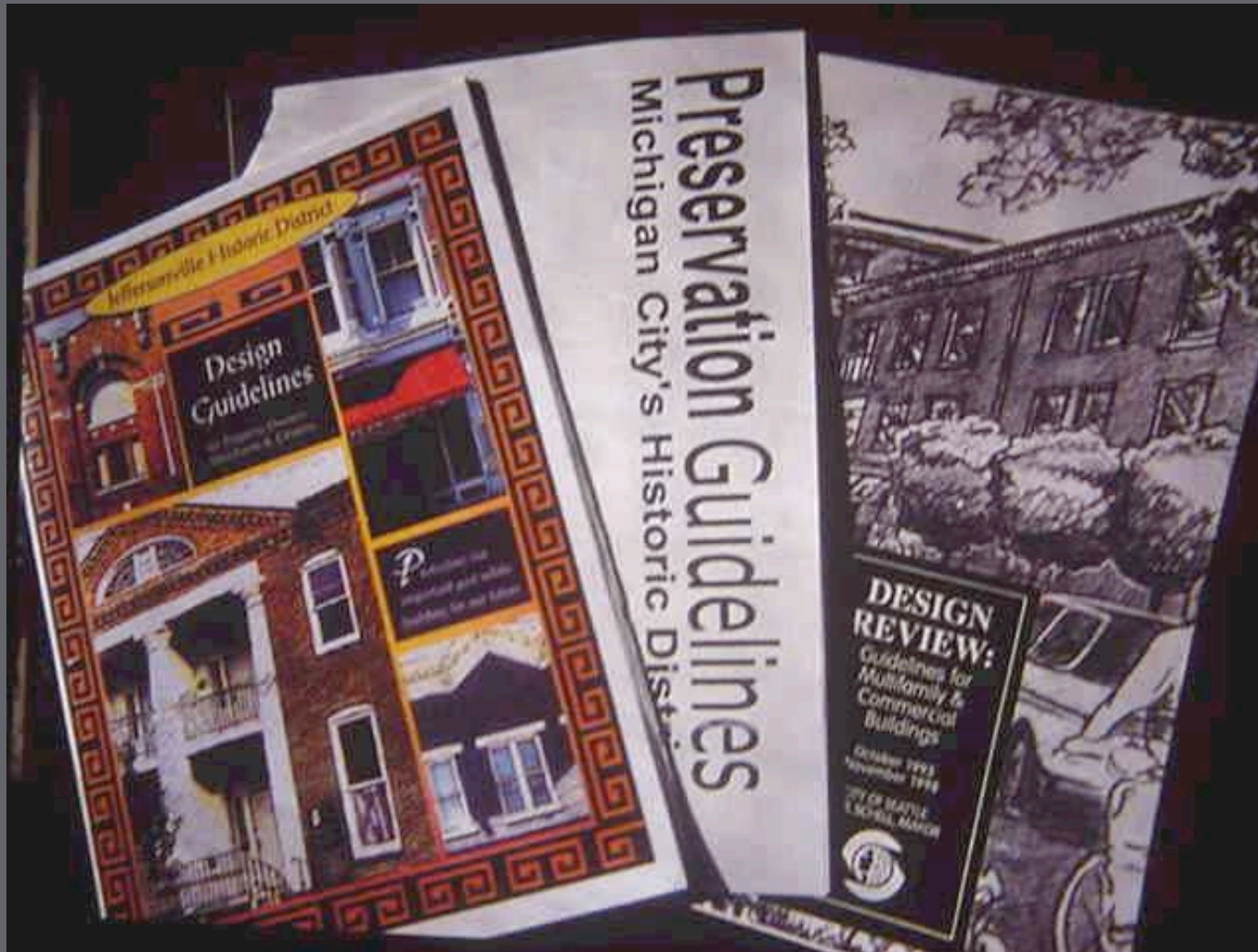
After: what zoning allows



Local Historic Districts



Sample design guidelines used in historic and conservation districts



MARTIN LUTHER KING, JR HISTORIC DISTRICT DESIGN GUIDELINES Atlanta, GA

Design

Initiator: Historic District Development Corporation
and Atlanta Urban Design Commission

- Describes rehabilitation approaches that maintain the overall historic character of the district and are economical.
- Provides clear images and descriptions of preferred preservation practices.
- Details various options for individual structure rehabilitation, and relates the elements back to the overall plan.



Floor-to-Area Ratio (FAR) sample

R-1 Residential District -- Floor-area-ratios (FAR)

1st Story Front Setback— 20 ft.
stories

Max. Height – 30 ft. 2

2nd Story Front Setback – 25 ft.

Max. Lot Coverage – 40%

1st Story Side Setback - 6 ft. min. 15 ft. total

Floor Area Ratio* - 45%

2nd Story Side Setback - 9 ft. min. 21 ft. total

Min. Lot Area – 8,000 s.f.

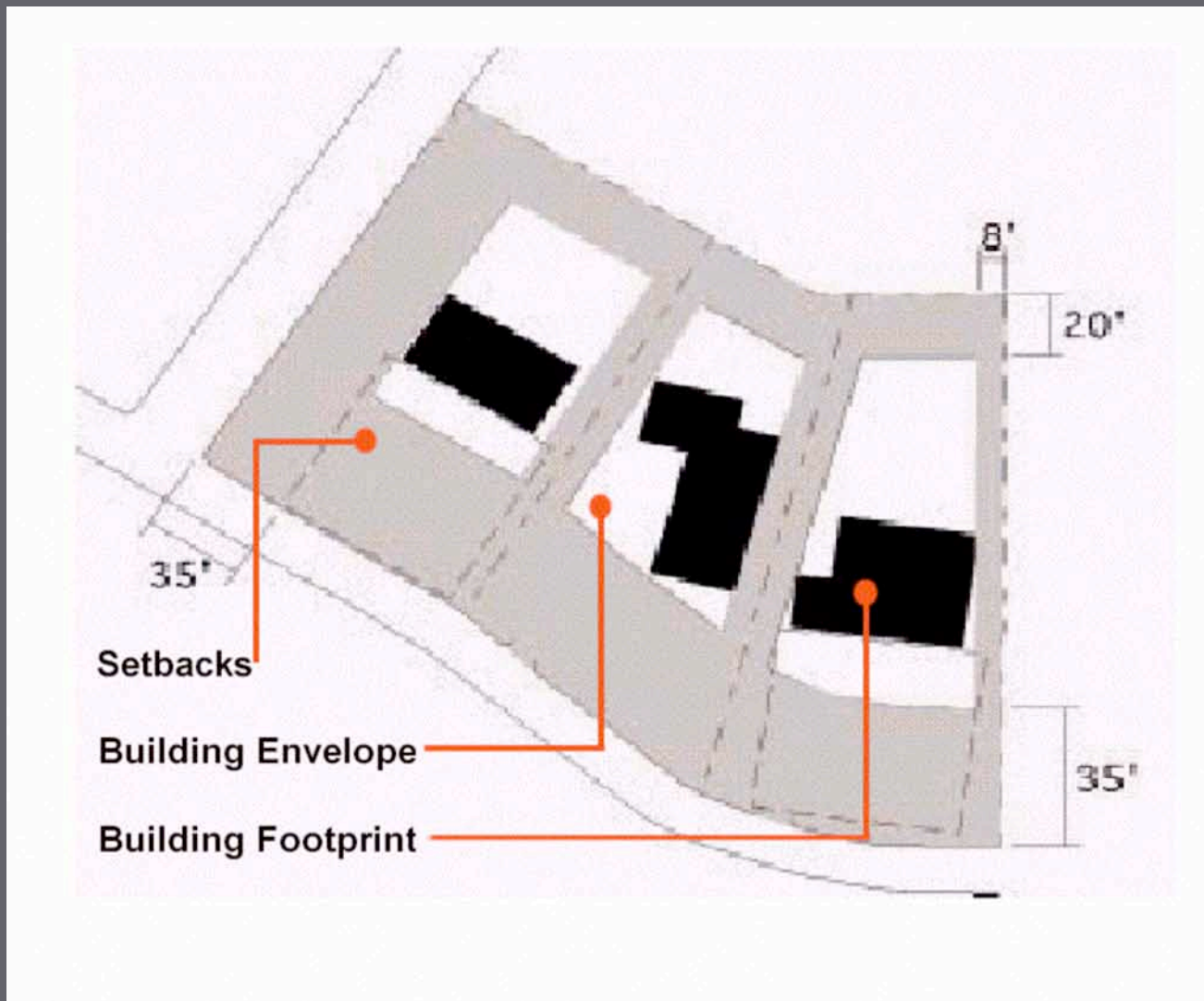
Rear Setback— 20 ft.

Max. Density – 1 / 8,000 s.f.

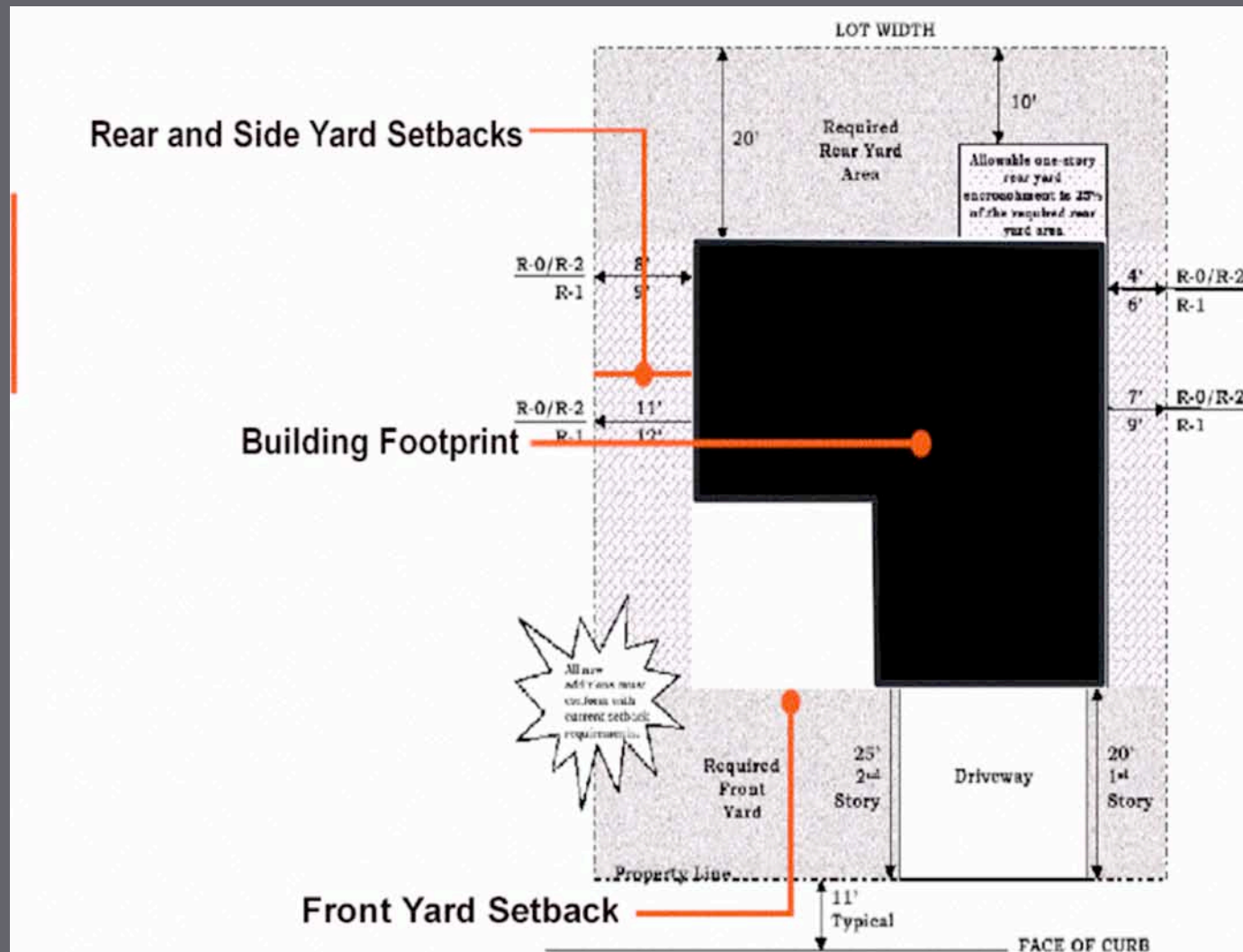
* Floor Area Ratios above 45% or where the gross floor area exceeds 4,050 square feet must be reviewed by the Planning Commission.

Corner lots require a 9 ft. setback along the reducible front yard.

Floor-to-Area Ratio (FARs) sample



Typical property parcel showing allowable setbacks, etc.



Policy

Initiator: City of Lowell

- Historic preservation and urban economic development work hand-in-hand.
- Greater flexibility in allowed uses. Projects become economically viable.
- Reuse of upper floors of buildings previously underutilized or vacant.
- Influx of new artist-related residents supports businesses and creates new economic opportunities.



Advocacy/Marketing

- Encourages people to buy homes in the city.
- Developed a real-estate course for realtors called “Marketing Historic Homes Successfully.”
- Strengthened the relationship between the Landmark Society, local real-estate agents and communities.

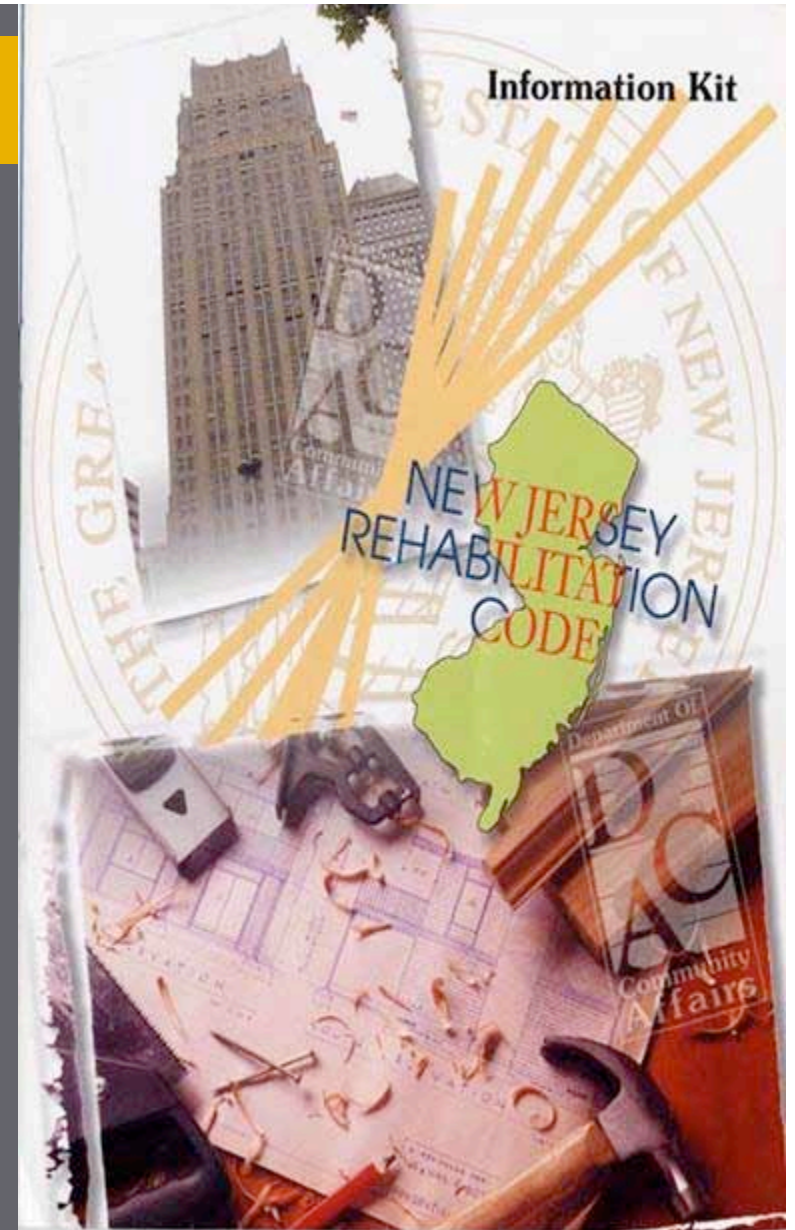


NEW JERSEY REHABILITATION SUBCODE

Policy

Initiator: The New Jersey Department of Community Affairs, Division of Codes and Standards

- Building codes distinguish between new construction and rehabilitation.
- Meeting building code standards and rehabilitating existing buildings becomes financially feasible.
- Enables a more affordable and predictable rehabilitation process while ensuring the reconstruction of safe buildings.



LEASE-TO-PURCHASE-PROGRAM

Pittsburgh, PA

Financing

Initiator: Bloomfield-Garfield Corporation

- Demonstrates a market for homeownership in a tenant-based neighborhood.
- Renovates homes to provide more living space, on average, than newly-built houses.



Partnership

- Uses preservation as a key to neighborhood revitalization
- Serves as a catalyst for public and private investment.
- Mutual goals of historic preservation and affordable housing are achieved.
- Development and loan pool effectively used to acquire abandoned properties.

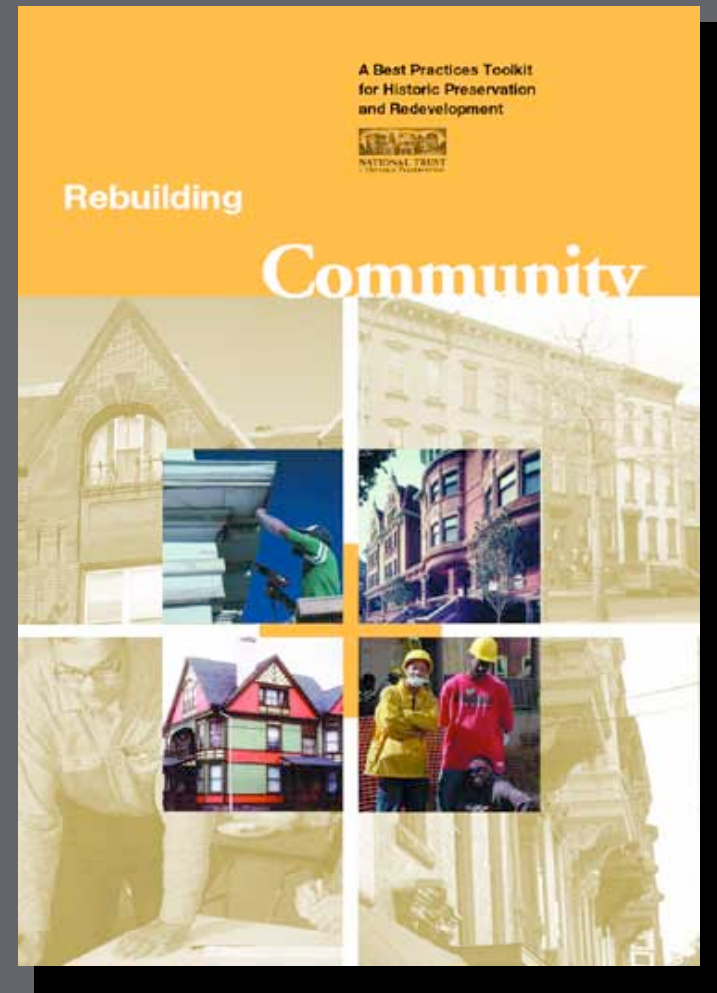


The Preservation Best Practices Toolkit:

The examples featured in the toolkit are organized in the following broad categories:

- Policies
- Advocacy / Marketing
- Design
- Financing
- Partnerships
- Adaptive Reuse

The strategies are multi-faceted and often complex, but the results are *tangible and long-lasting*.



Preservation Restriction

PRESERVATION EASEMENT

THIS PRESERVATION EASEMENT DEED is made this ____ day of _____, 2007, by and between THE TRUST FOR PUBLIC LAND, a California public benefit corporation, with an address of 116 New Montgomery Street, San Francisco, California 94105 (together with its successors and assigns, "Grantor"), and the NEW HAMPSHIRE PRESERVATION ALLIANCE, a New Hampshire nonprofit corporation, with a principal place of business at 7 Eagle Square, P.O. Box 268, Concord, Merrimack County, New Hampshire; 03302-0268 (together with its successors and assigns, "Grantee"); and an executory interest and certain rights with respect to the easement granted hereby to the State of New Hampshire, acting through the New Hampshire Land and Community Heritage Investment Authority (hereinafter referred to as the "Executory Interest Holder") pursuant to New Hampshire RSA chapter 227-M. For consideration paid, Grantor hereby grants and conveys to Grantee, with WARRANTY COVENANTS and in perpetuity, a preservation easement on the Property (as defined below) on the terms and provisions hereof, and pursuant to Section 170(h) of the Internal Revenue Code (as defined below) and as provided by NH RSA 477:45-47 (the "Preservation Easement").

RECITALS

- A. Grantor is the fee simple owner of 15.67 -acres of real property located on Holy Cross Road, City of Franklin, Merrimack County, New Hampshire, all as more particularly described on **Exhibit A** attached hereto and incorporated herein (the "Real Property")
- B. The following structures and improvements are located on the Real Property:

Webster-Tay House (ca. 1790/ca.1859)
Mack Hall (1873)
Creighton Hall (1900)
Primary School (1902)
Kimball Chapel (1902)
Officers' Annex (ca. 1930)



Dealing with a preservation emergency

1. Fact gathering
2. Set Goals
3. Be Realistic
4. Create Alliances
5. Be creative, patient, and willing to be flexible
6. Get the word out



So Where Do You Begin?

- Gather the facts:
 - » Place
 - » People
 - » Tools and Strategies

“Start by doing what is necessary; then do what is possible; and suddenly you are doing the impossible.”

~St. Francis of Assisi

Place

- Ownership
- History
- Use
- Threat
- Timing
- Protections (in place or potential)
- Money

People

- Who has an interest in the property?
- Friends and potential allies
- Who has dealt with similar situations?
- Decision makers

Tools

- Bylaws (Scenic, Village Centers, Demo Delay, TDRs, etc)
- Money (CPA, grants, tax credits, tax relief, etc) Can you purchase the property?
- Community Plan
- Preservation regulatory review (Section 106, 4(f), state review)
- Environmental review
- People power
- Local media
- Your phone

Strategies

- Deal only in facts
- Follow the money
- If a threat is imminent, how can you buy time?
- Are there policy solutions?
- What outcomes are you comfortable with?
- Educate
- Know your friends and your enemies
- Be part of the solution

Who can help? Where do you go?

- Preservation organizations
- Land conservation organizations
- Local and state government agencies and officials
- Long-time town residents
- Federal agencies
- Libraries and archives
- Online resources
- Affinity groups

Spreading the Message

- Keep it locally relevant and meaningful
- Use multi-faceted messaging
- Get people on or in the property for a positive interaction



Spreading the Message

The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and navigation links for 'Worldwide' and 'English' are in the center. On the right, there are links for 'Sign Up', 'QuickList (0)', 'Help', and 'Sign In'. Below the logo is the text 'Broadcast Yourself™'. A navigation bar contains 'Home', 'Videos', 'Channels', and 'Community' buttons. A search bar is present with a dropdown menu set to 'Videos', a search button, and a link to 'advanced' search. An 'Upload' button is on the far right.

The video title is 'Route 66: Restoring the Neon Road (3of3)'. The video player shows a woman singing into a microphone. Below the player is a progress bar at 0:51 / 8:01 and a 'watch in high quality' link. The video has 0 ratings and 183 views. There are buttons for 'Share', 'Favorite', 'Playlists', and 'Flag'. Below these are social media links for MySpace, Facebook, and Digg, along with a 'more share options' link.

On the right side of the page, there is a 'NewMexicoPBS' channel banner celebrating 50 years since 1958. Below it is a 'Subscribe' button. The channel information includes 'From: NewMexicoPBS', 'Added: April 15, 2008', and a '(more info)' link. A description snippet reads 'From Tucumcari to Gallup, this documentary travels, ...'. There are fields for 'URL' (http://www.youtube.com/watch?v=rp0R8tk5vY) and 'Embed' code.

A section titled 'More From: NewMexicoPBS' lists several other videos:

- Salt Cedar Invasion**: 04:20 From: NewMexicoPBS, Views: 116
- Eliot Porter (2of2)**: 10:55 From: NewMexicoPBS, Views: 86
- Enchilada Gardener**: 02:55 From: NewMexicoPBS, Views: 230
- Land Art (Artisode 1.2)**: 04:55 From: NewMexicoPBS, Views: 286
- Managing the Monsoon**: 05:44 From: NewMexicoPBS, Views: 170

At the bottom right, there is a 'Related Videos' section. The browser's taskbar at the very bottom shows 'Internet' and '100%' zoom.

Make the Most of Your Local Press

- Develop and maintain relationships with local press including TV, Newspaper, etc.
- Work to identify a media “hook” that will keep the press interested in your stories
- Identify an effective spokesperson to deliver your message

Avoiding Pitfalls

- Be proactive and plan for the places you care about before the threat is apparent.
- Dispel myths and misconceptions early
- Always stay on high ground
- Look for the silver lining
- Use partnerships and existing infrastructure

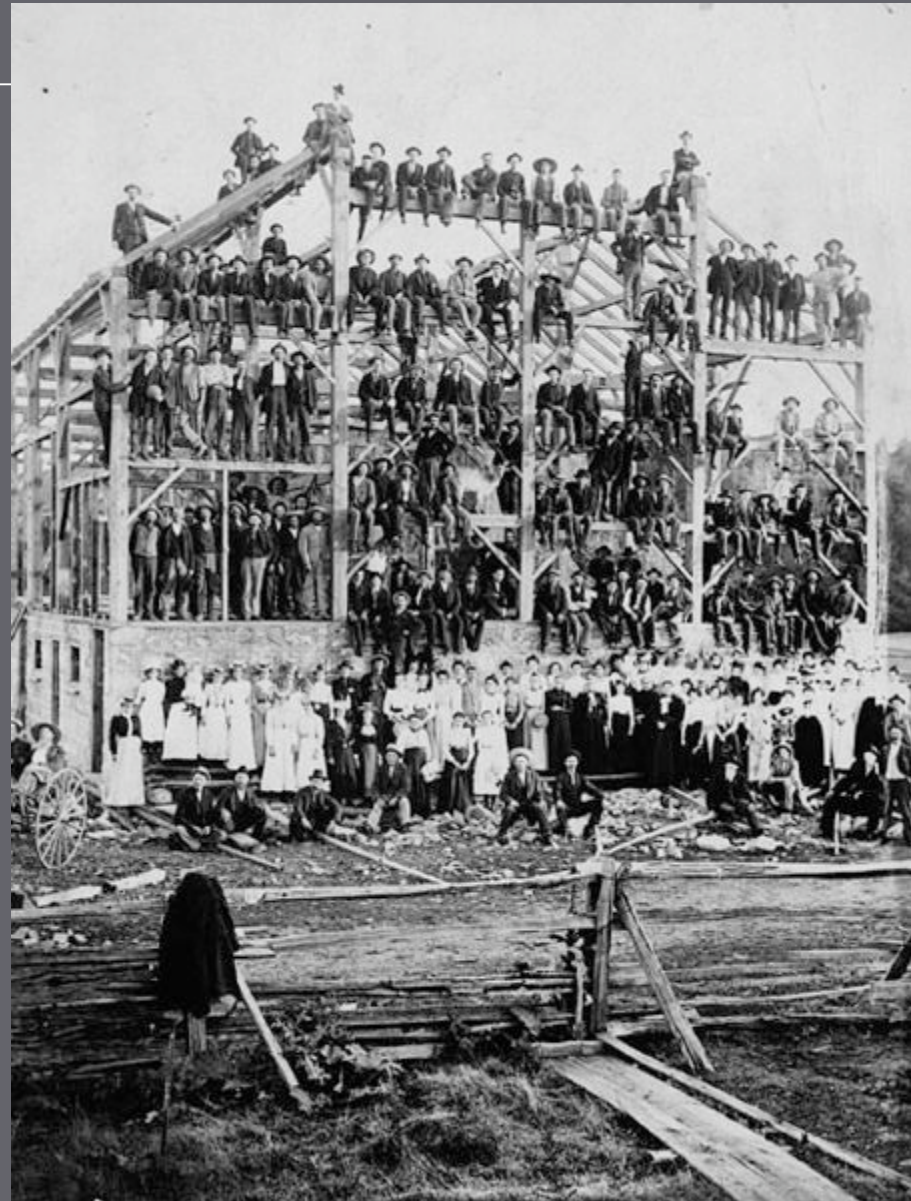
Teamwork

- Teamwork divides the task and multiplies the success.

~Unknown

- Sticks in a bundle are unbreakable.

~Kenyan Proverb



I'm a preservationist not because I'm interested in the past, but because I care about the future.

Abe Wolfe

