

Welcome!



Historic Preservation: A Springboard for Economic Development

October 3, 2019, 12 – 1 PM EST

1. Be aware, phones are muted
2. Use the chat feature to ask questions
3. Please complete the Survey Monkey evaluation
4. **Register now!** Oct. 15, 16, 18: Rev Up – Listen & Learn: Engaging Missing Voices to Inspire Local Action

Speakers

Kathy Frazier, AIA

Bill Frazier, FAICP

Frazier Associates Architects and Planners



Highlights

- Historic preservation is the foundation of the Main Street Program nationwide
- It created new jobs and businesses while
- rehabilitating countless historic buildings and revitalizing thousands of historic commercial districts.
- Downtown is the place where our communities began
- and have been reborn through historic preservation

“Historic Preservation” What Does That Actually Mean?

- To keep in existence
- To keep safe from harm
 - To maintain and ...
 - *To keep alive!*

How and when did it all get started?

Beginnings: Mid-19th Century

George Washington:
Mount Vernon

- Single Historic Site
- Worthy because of individual associated with property
- Not necessarily architectural quality or style



Rise of Organizations: Late 19th Century

An aerial photograph of a historic site, likely Monticello in Virginia. The image shows a large, multi-story house with a complex roofline, surrounded by lush greenery and trees. A prominent white steeple is visible on the right side of the property. The site is situated near a body of water, with a marshy area in the background. The overall scene is well-maintained and scenic.

1889

*Association for the Preservation of Virginia Antiquities
(APVA)*

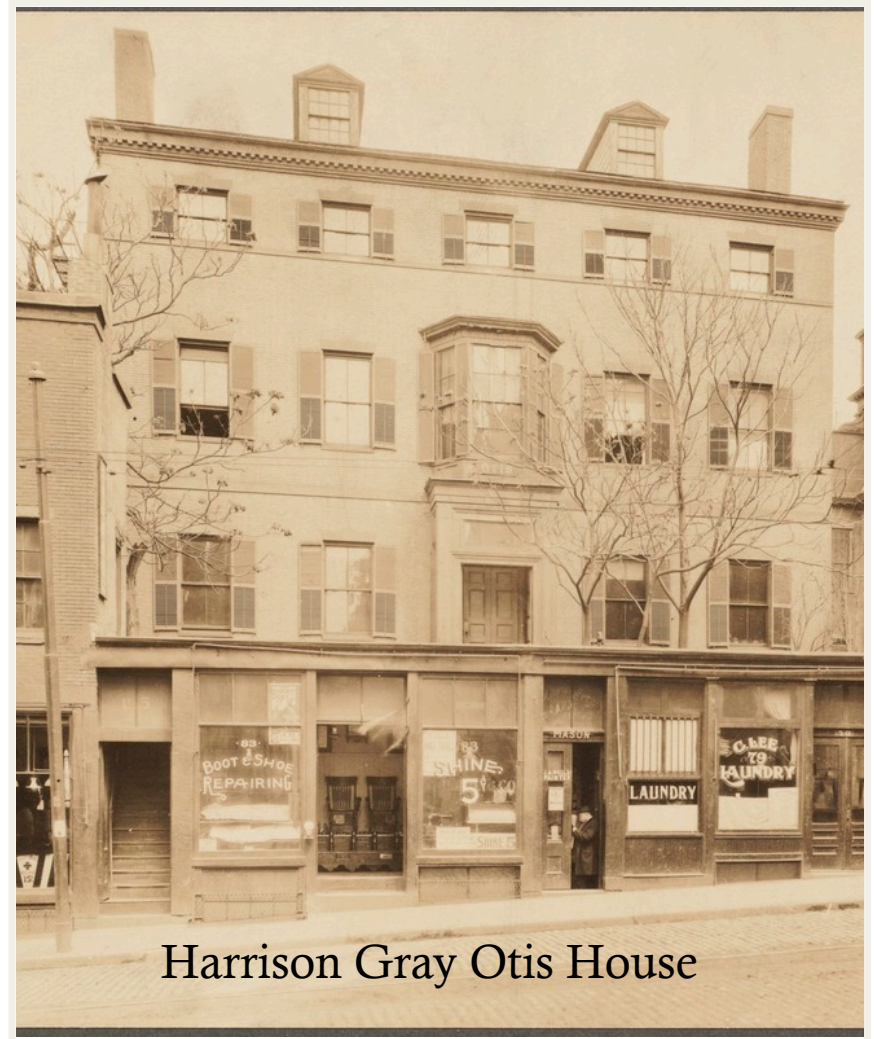
- First Statewide Group
- Now *Preservation Virginia*

Rise of Organizations: Late 19th Century

1910

*Society for the
Preservation of New
England Antiquities
(SPNEA)*

- First Regional Group
- Now: *Historic New England*



Harrison Gray Otis House



Rise of Area Museums: 20th Century

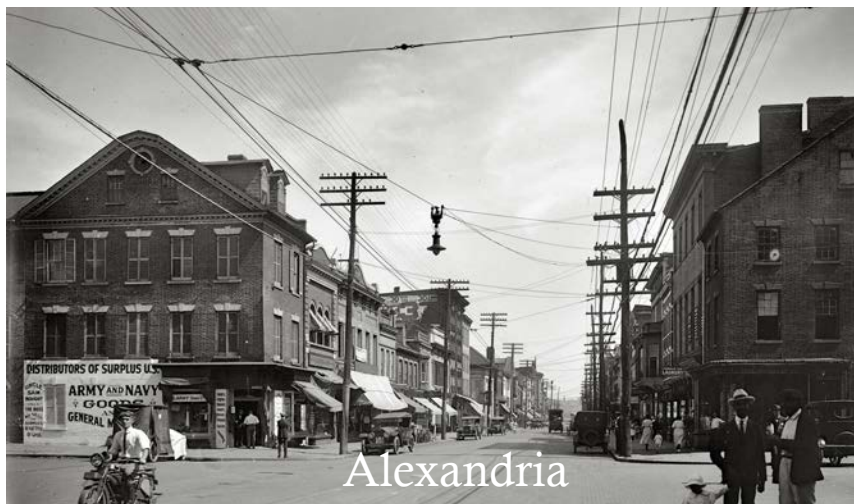
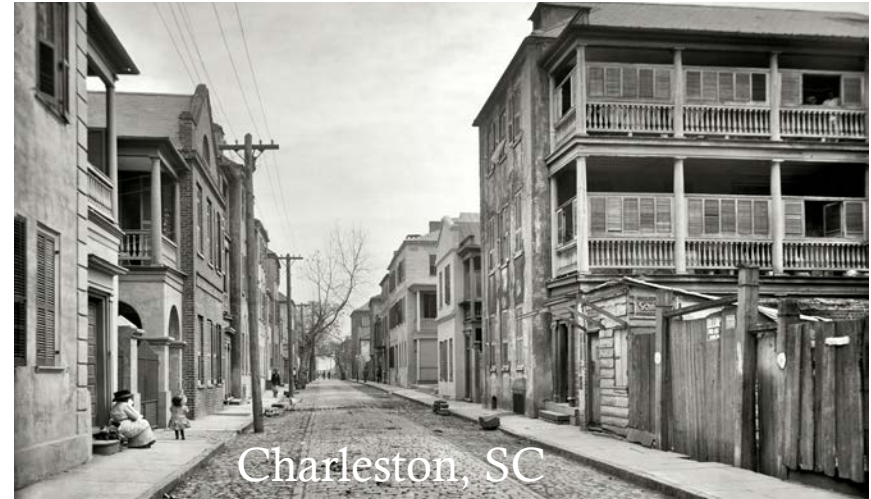
“Living Museums”

1928

Colonial Williamsburg
*Restored/reconstructed
buildings of existing city*

Rise of Local Historic Districts: 20th Century

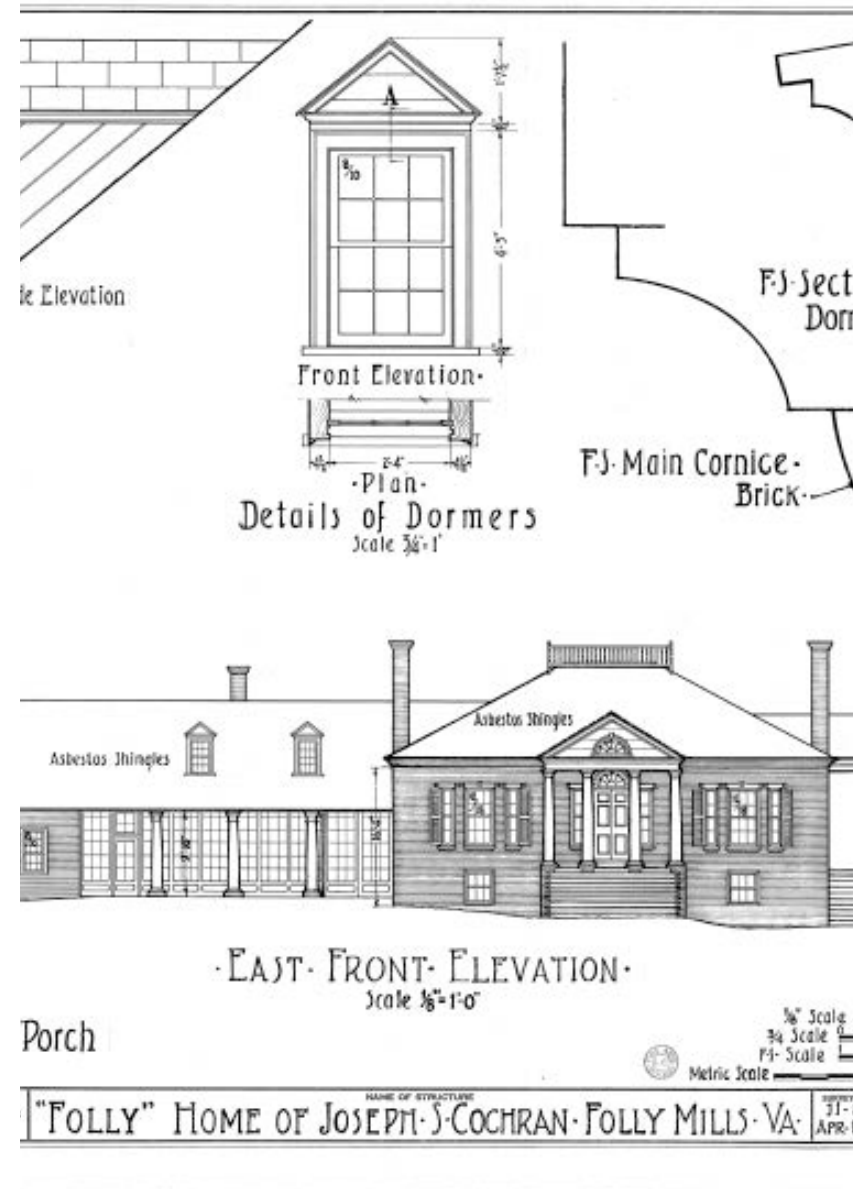
- Local Government Designated
- Zoning Overlay
- Design Review Board



Federal Government: 20th Century

1933

- Historic American Buildings Survey
- Historic American Engineering Record
- Historic American Landscape Survey
- NPS & Library of Congress





Woodrow Wilson Birthplace

Federal Government: 20th Century

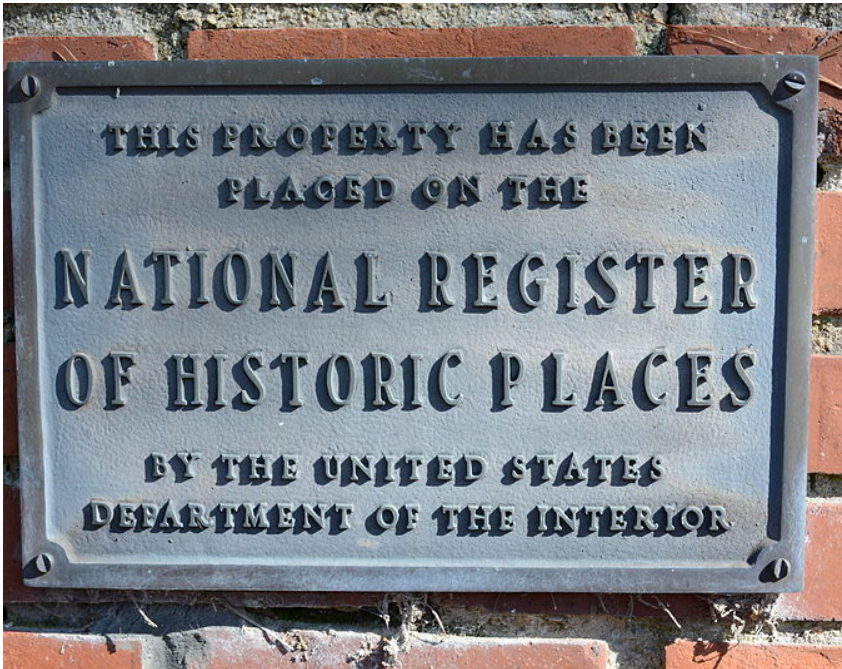
1935

National Historic
Landmark Program

- National Park Service

Federal Government: 20th Century

1966



- National Register of Historic Places
- State Historic Preservation Officers
- Advisory Council on Historic Preservation

National Organizations

1949

National Trust for
Historic Preservation





1954: Housing Act
Urban Renewal or Removal?



1956: National Interstate
Highway System



THE DEATH AND LIFE OF GREAT AMERICAN CITIES by Jane Jacobs

1961

1963: Demolition of Pennsylvania Station in New York City



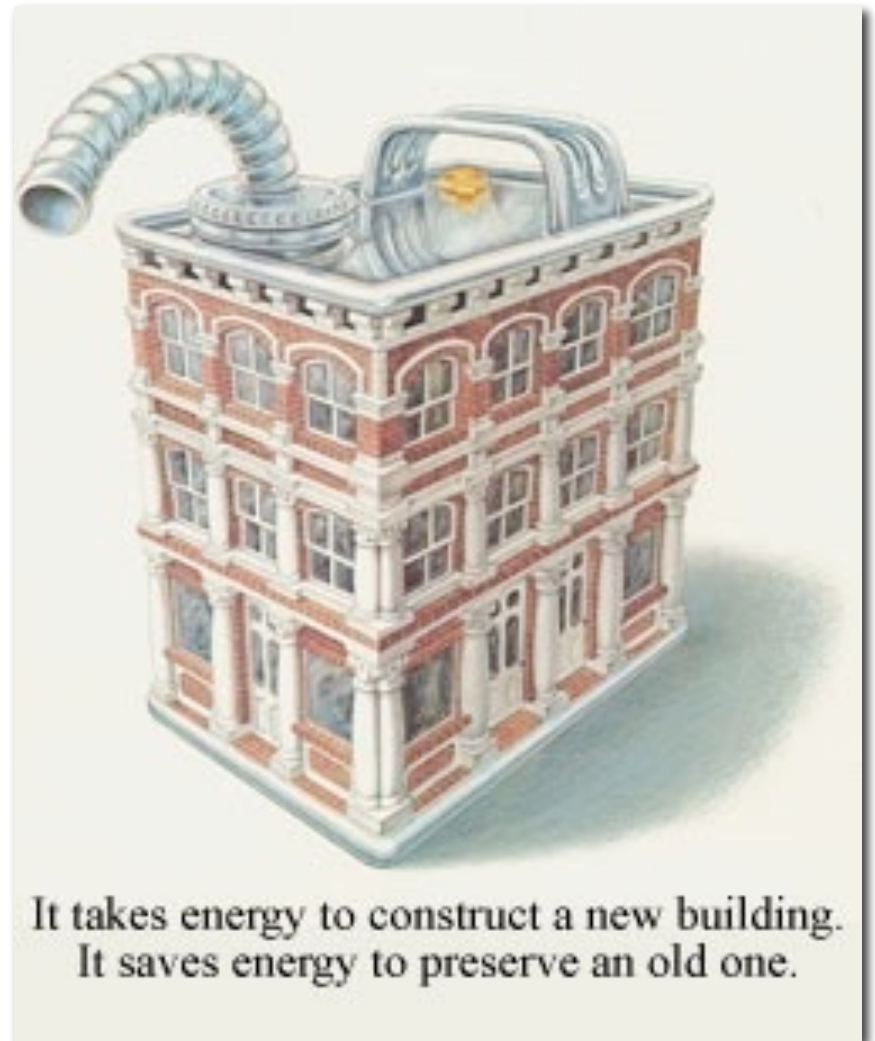
1970s



Rise of Preservation & Conservation Ethic

1970s

- Opposition to large-scale demolition
- Grassroots movements in neighborhoods & commercial areas
- Concept of importance to preserve areas not just sites
- Movement linked to environmental conservation
- Important to preserve the natural AND the built environment
- Preservation ethic grows & new public policies follow at federal, state, and local levels



It takes energy to construct a new building.
It saves energy to preserve an old one.

1980

National Main Street Program

National Trust for Historic Preservation



- State historic preservation offices
- Local historic overlay districts
- Local preservation advocacy organizations
- Statewide preservation advocacy organizations
- Federal & State historic tax credits
- Preservation Action
- National Alliance of Preservation Commissions

Late 20th Century:
Preservation Coming of Age

Early 21th Century

- Strong national preservation ethic
- Historic buildings are assumed innocent until proved guilty
- Developers embrace adapting historic buildings to new mixes of uses
- Millennials embrace authenticity of preservation
- Successes abound: Main Streets, neighborhoods, industrial areas, villages, rural areas

Community Preservation Program: 3 Phases

Identify

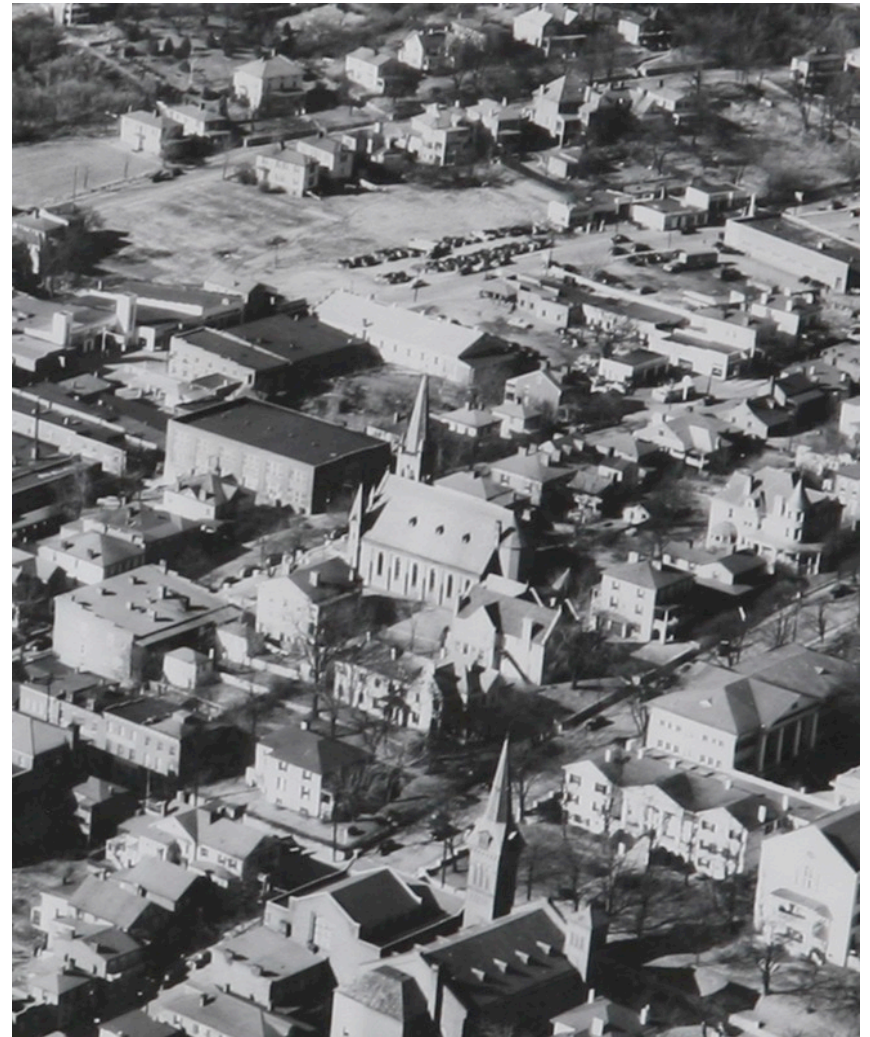
Designate

Protect

The Basics of a Community Preservation Program

1. Identify:

- Develop Historic Context (Study Themes)
- Survey Historic Areas (Reconnaissance & Intensive Levels)
- Summarize Findings (Recommend Historic Districts & Individual Landmarks)



The Basics of a Community Preservation Program

2. Designate:

- Virginia Landmarks Register (By VDHR State Board)
- National Register of Historic Places (By NPS Staff)
- Locally Designated Historic District (By City Council)

The screenshot displays the VDHR website. At the top is the VDHR logo and the text "Virginia Department of Historic Resources". Below this is a navigation bar with links: DHR Home, Past News, FAQs, Calendar, Regional Offices, and About DHR. A search bar is located in the top right corner. The main content area is titled "Historic Registers" and includes a sub-header "City or County Listings: Virginia Landmarks Register & National Register of Historic Places". A sidebar on the left lists various topics: Archaeology, Archival Research, Boards' Activities, Certified Local Government, Easements, Environmental Review, Forms & Permits, Highway Markers, Historic Registers (highlighted), Reports & Publications, State Stewardship, Survey & Planning, and Tax Credits. The main text area provides information about the registers and includes a "Google Custom Search" bar. A box on the right titled "Important Links for Register Information" contains links to the Register Homepage, Board Activities & New Nominations, Register Listings by City & County, Slideshows of Historic Virginia Sites, and Nomination Writing Style Sheet.

VDHR | Virginia Department of Historic Resources

Google Custom Search

[DHR Home](#) [Past News](#) [FAQs](#) [Calendar](#) [Regional Offices](#) [About DHR](#)

[Home](#) > [Historic Registers](#) > City & County Register Listings

Historic Registers

City or County Listings: Virginia Landmarks Register & National Register of Historic Places

Google Custom Search

Below are links to pages for each of Virginia's counties and independent cities. Each page features links to the register nominations of resources in those localities listed in the Virginia Landmarks Register and/or the National Register of Historic Places. Links are also provided for photographs of those resources and boundary maps for historic districts.

Important Links for Register Information

- [Register Homepage](#)
- [Board Activities & New Nominations](#)
- [Register Listings by City & County](#)
- [Slideshows of Historic Virginia Sites](#)
- [Nomination Writing Style Sheet](#)

Archaeology
Archival Research
Boards' Activities
Certified Local Government
Easements
Environmental Review
Forms & Permits
Highway Markers
Historic Registers
Reports & Publications
State Stewardship
Survey & Planning
Tax Credits

The Basics of a Community Preservation Program

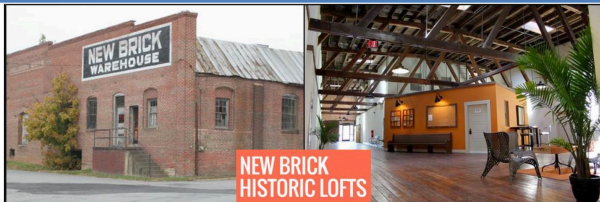
3. Protect: Financial Assistance

- Federal/State Tax Credits
- Historic Easements
- Matching Grants (Feas. Studies)
- Low Interest Loans



2020

Financial Feasibility Study
Application Manual



Preservation Projects of Merit
State Historic Tax Credit Program


Gloucester Village
AN ORIGINAL VIRGINIA VILLAGE



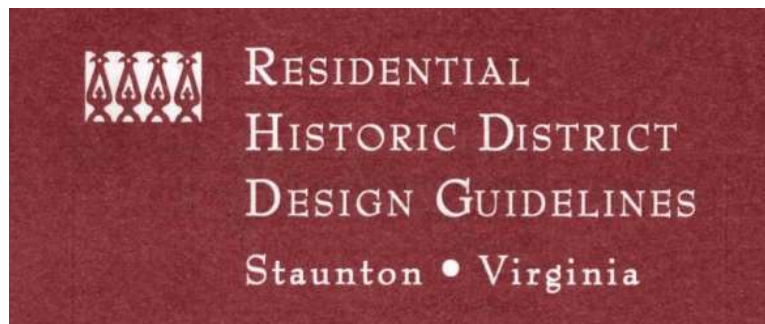
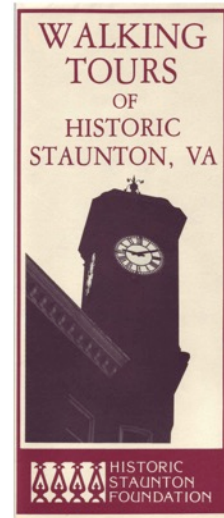
FAÇADE & INTERIOR IMPROVEMENT
GRANT PROGRAM

2018 GRANT APPLICATION

The Basics of a Community Preservation Program

3. Protect:

- Promotion
- Planning and Regulation
- Buy and Restore
- Design & Tech Assistance



Historic Preservation Partners: Public & Private

Public Sector

Federal Level

- National Park Service
- Advisory Council on Historic Preservation

State Level

- Virginia Department of Historic Resources
- Virginia Main Street Program

Local Level

- Historic Preservation Ordinance*
- Historic Preservation Commission*

Private Sector

National Level

- National Trust for Historic Preservation
- National Main Street Center
- Preservation Action
- National Alliance for Preservation Commissions

State Level

- Preservation Virginia

Local Level

- Local Historic Foundation*
- Main Street Organization*
- Neighborhood Associations*

Historic Preservation Partners: Public & Private

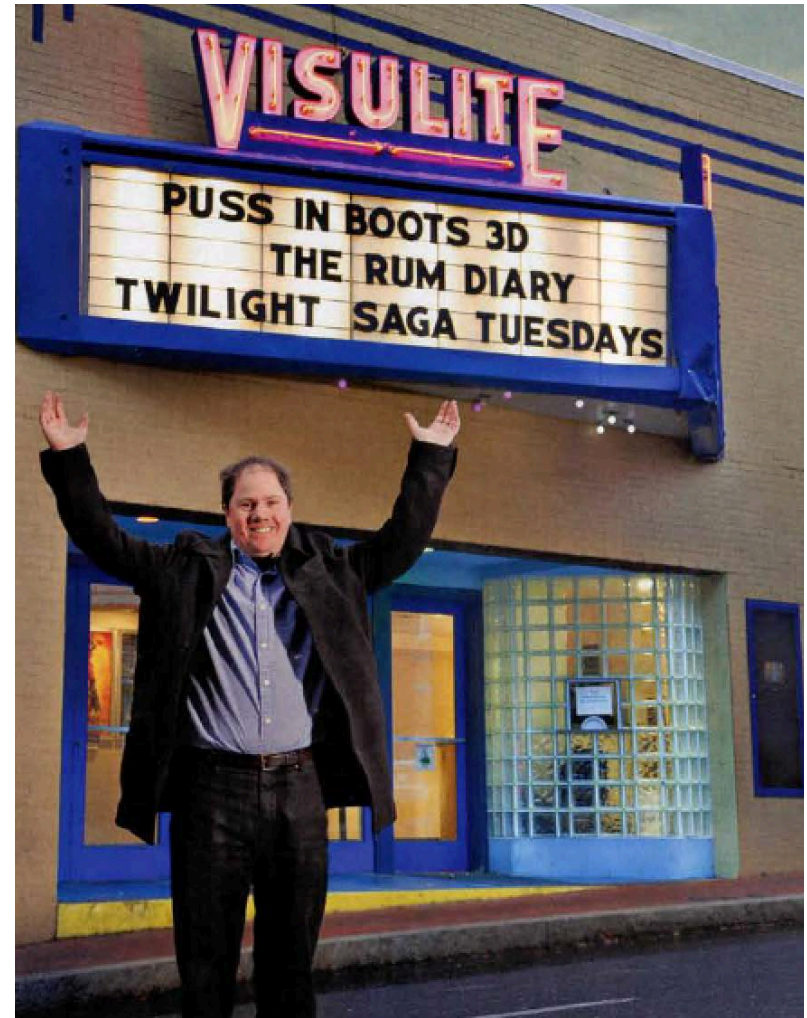
Local Level:

The Most Important
Partner in Preservation?

Property Owners!

To undertake a project, they have
many partners:

- **City Planners:** Zoning Regulations
- **Building Inspectors:** Bldg. Codes
- **HPC:** Historic Design Review
- **Banker:** Financing
- **Architect or Designer:** Drawings
- **VDHR & NPS:** Tax Credits





Main Street Approach

“Economic Development within
the Context of Historic
Preservation”



The Main Street Approach®

- COMMUNITY VISION
- MARKET UNDERSTANDING



- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES

Transformational Strategies

Top Down: What are Your Strategies?

CATALYST STRATEGIES “CHEAT SHEET”

Catalyst Strategies are off-the-shelf Transformation Strategies that can be adapted to a wide variety of places. Many can exist at any price point (e.g., Apparel or Home Furnishings); a few are organized around an existing institution (e.g., College Town or Military Installation). All can be further customized to local needs.

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
AGRICULTURAL ECONOMY	Products and services that serve agricultural communities, OR support small-scale agriculture and local food production	<ul style="list-style-type: none"> Live nearby Agricultural families Agricultural workers (incl. seasonal) 	<ul style="list-style-type: none"> Appropriate for rural, agricultural communities Also appropriate for urban districts interested in sustainability and urban agriculture 	<ul style="list-style-type: none"> Serves locals' needs Serves local economic drivers 	<ul style="list-style-type: none"> Install an orchard in a vacant downtown lot Organize a farmers' market Launch a community-owned variety store
APPAREL	Apparel cluster, typically differentiated and independent, so as not to compete with malls.	<ul style="list-style-type: none"> Everyone... but, primarily women Preferably a target niche (e.g., vintage, work clothes, etc.) 	<ul style="list-style-type: none"> Street visibility Competitive industry (malls, online) Online sales possible 	<ul style="list-style-type: none"> Often highly desired retail mix, but highly competitive Can position district as regional destination 	<ul style="list-style-type: none"> Visual merchandising assistance to apparel biz. Lunchtime fashion shows
ARTS	“Arts” involves all creative industries, incl. film, music, dance, fine art, theatre, etc.	<ul style="list-style-type: none"> Demographically diverse; may be shaped by ethnicity, income, etc. Some sales business to business (rather than consumer) 	<ul style="list-style-type: none"> Different from “Entertainment districts”, though some overlap. Creative industry workers often keep odd hours, enlivening the district. 	<ul style="list-style-type: none"> Arts industries can make use of hard-to-use spaces Arts often serve as a draw for other types of businesses. 	<ul style="list-style-type: none"> Create a public arts strategy Pair artists with retailers for window displays Launch an “open studios” day Develop live/work space
COLLEGE TOWN	Makes connections between business district and anchor educational institution.	<ul style="list-style-type: none"> Students, faculty, staff at college/university Returning alumni, visiting parents Tourists/visitors 	<ul style="list-style-type: none"> Residential institutions differ from commuter schools Strategy may work better where institution already a center of community life 	<ul style="list-style-type: none"> Builds on existing economic anchor No new parking demand (in many cases) But: Can be associated with nuisance issues (e.g. noise, drinking) 	<ul style="list-style-type: none"> Install college flags, pennants downtown Establish direct liaisons to university admin and student body Set up loyalty card

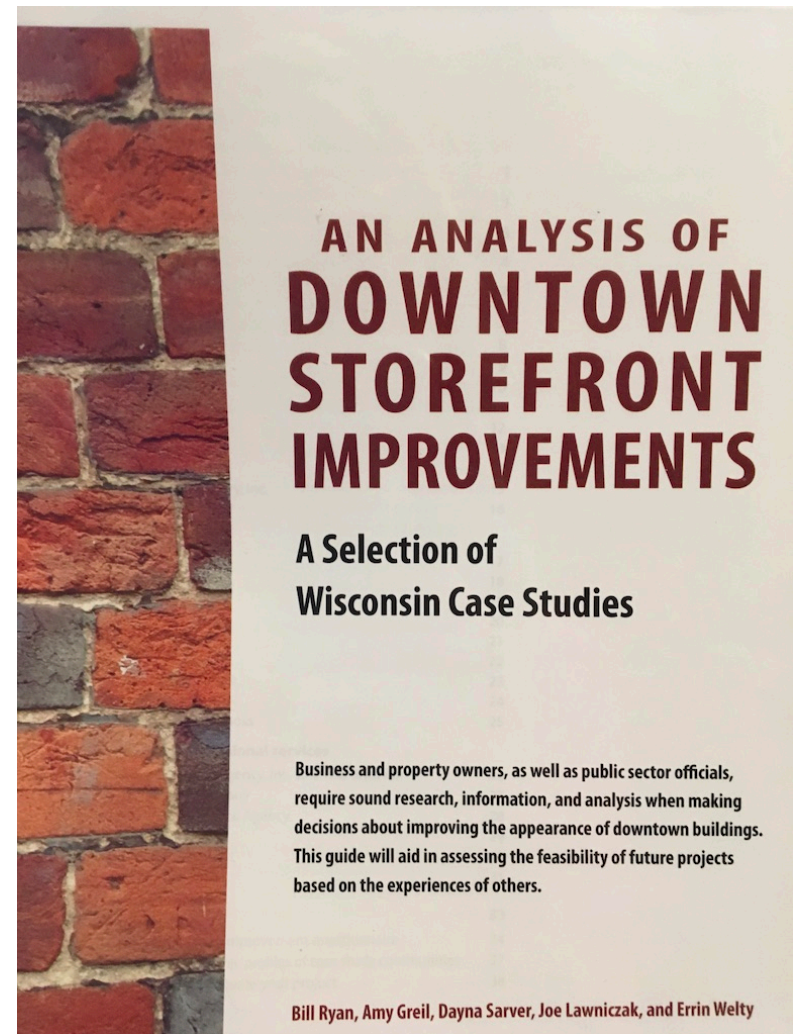
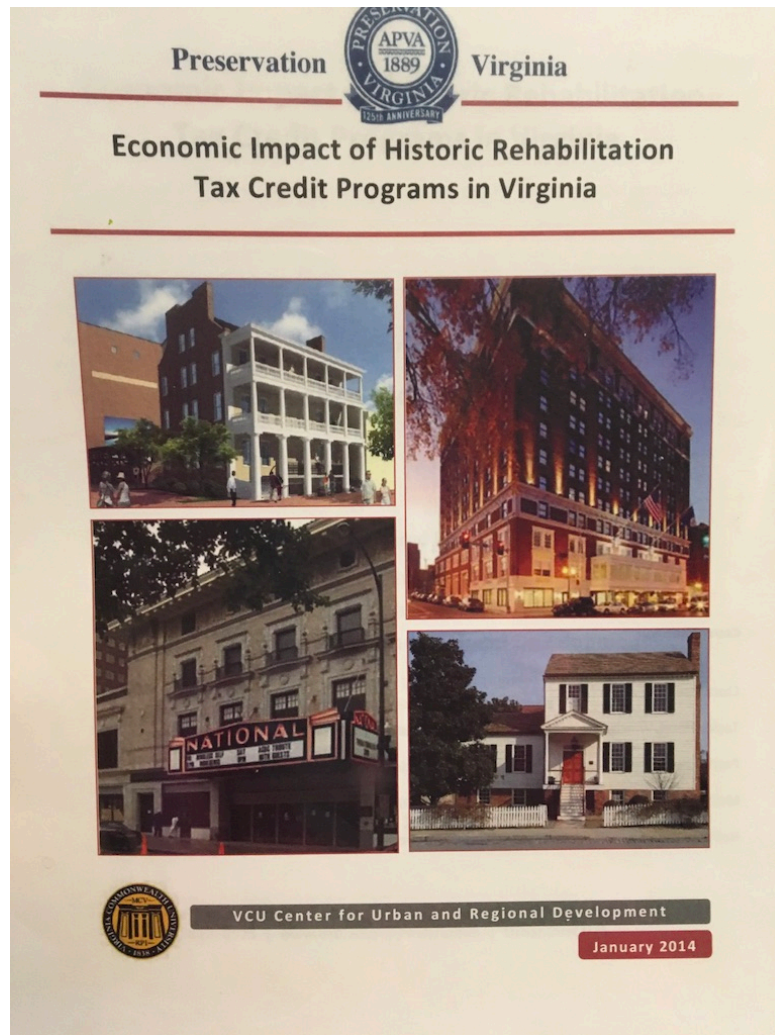
Historic Tax Credits

- Helps to bridge the funding gap
- 20% Federal, 25% State
- National and State Registers
- Meet qualifying expenditures
- All work must meet *The Secretary of the Interior's Standards for Rehabilitation*
- Complete a three-part application process
- Financial Impact Nationwide – Reinvestment & Jobs

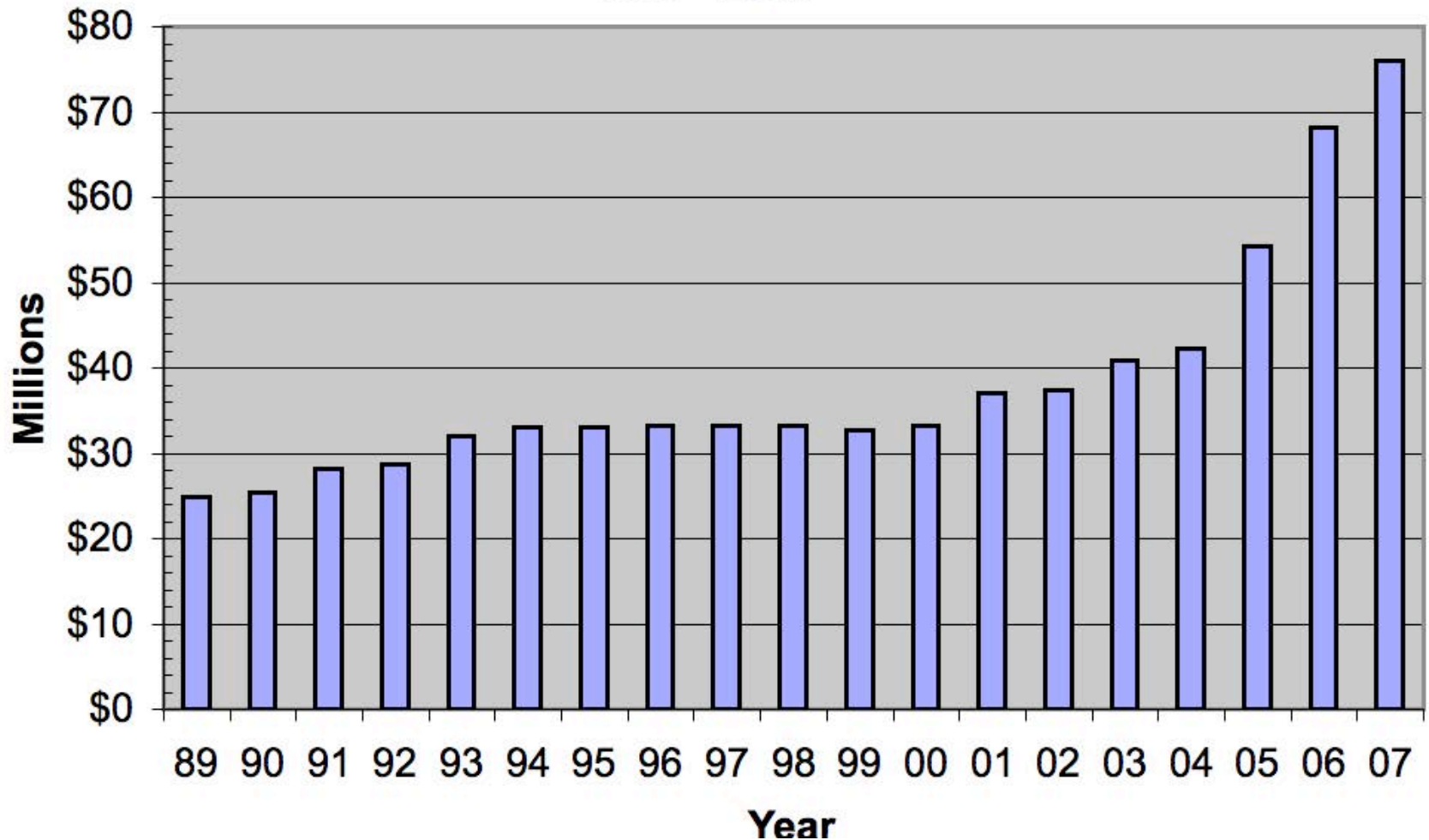
The Secretary of the Interiors Standards – Core Preservation Principles

- Preserve
 - Repair
 - Rehabilitate
 - Reconstruct
1. Use aligns with bldg
 2. Maintain historic character
 3. Avoid false historicism
 4. Recognize changes over time
 5. Materials and Craft
 6. Repair rather than replace
 7. Use gentlest means
 8. Archeology
 9. New additions
 10. Related new construction

Financial Impacts



Downtown Service District 1989 - 2007



Financial Impact

Some Examples

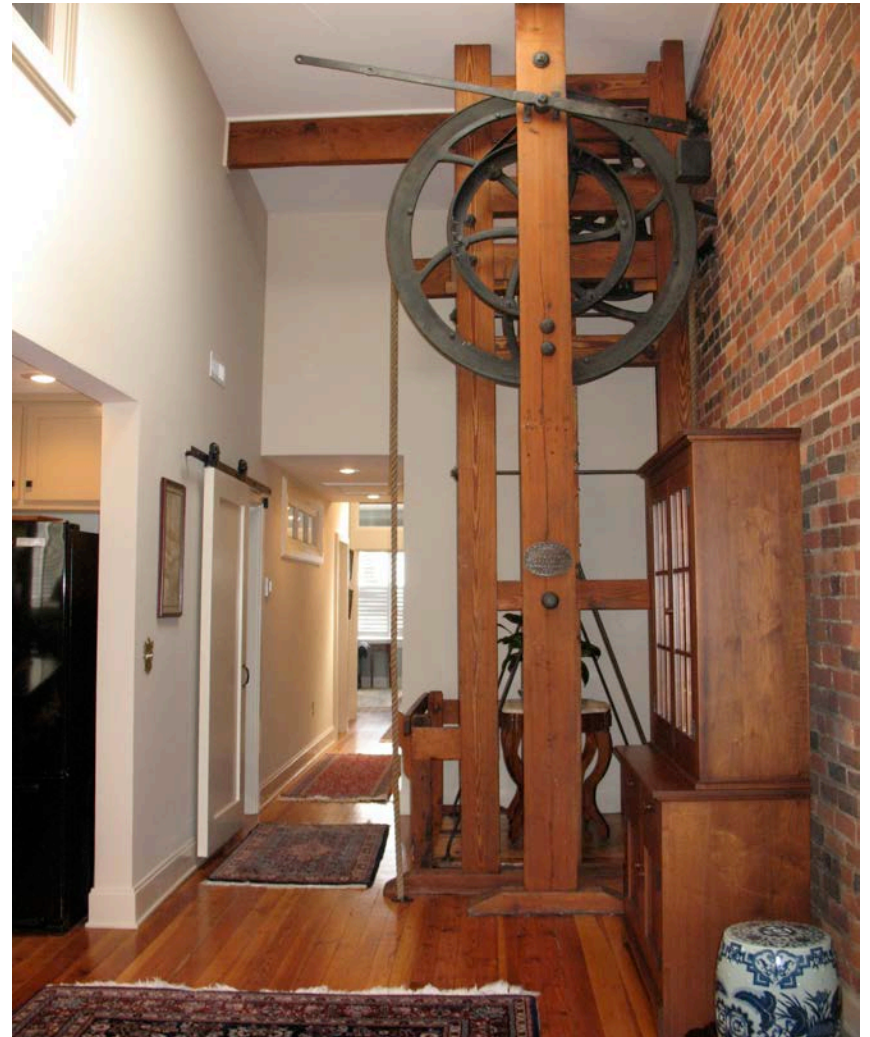


Historic Preservation Strategies

Starting Small



Downtown Living



Spurred Larger Projects



Spurred Larger Projects



Culpeper c. 1988



Culpeper



Culpeper Today



Innovative Small Businesses



Marion



Lincoln Theater



Hotel

SOUTHERN HOSPITALITY AT ITS FINEST

National Geographic's Top 150 Hotels in North America

Winner of six Virginia Living magazine's "Best of Virginia 2019" awards



Winchester '80s



Winchester Today



Harrisonburg



Harrisonburg



Downtown Today!

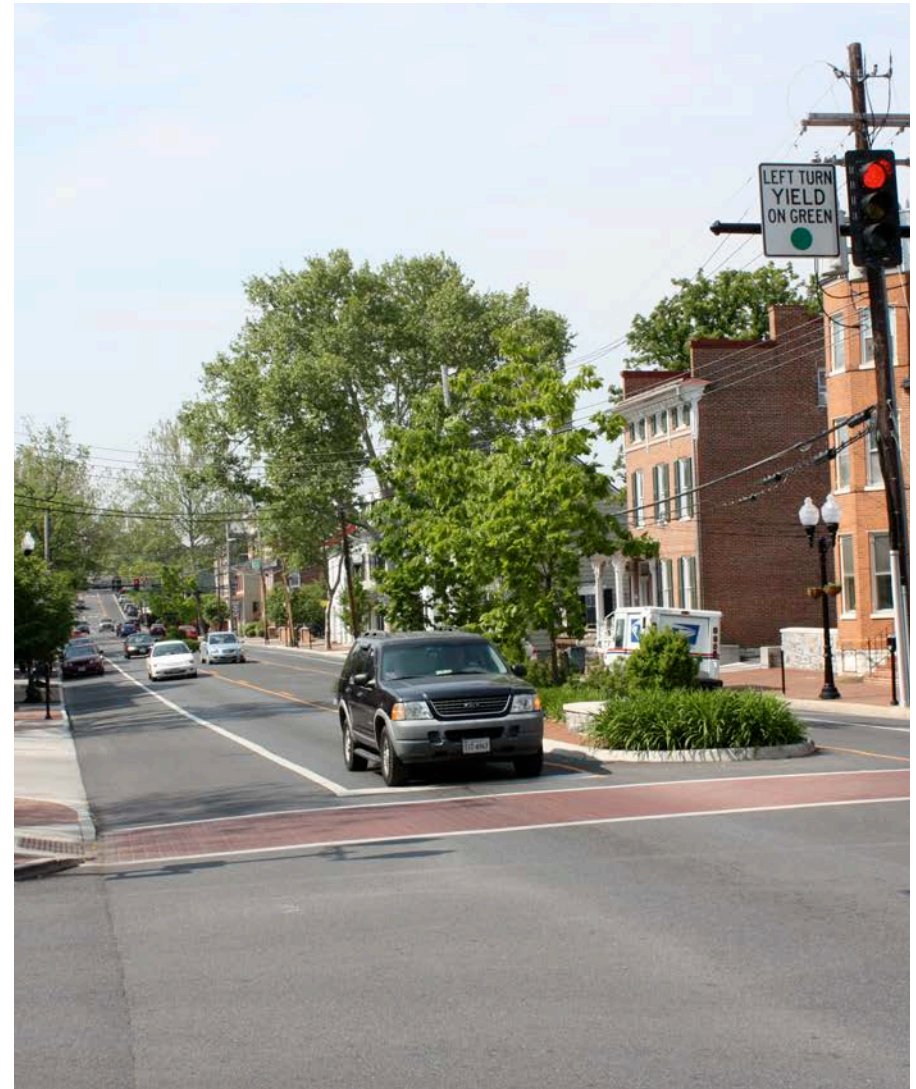
- Today – Fast forward almost 40 years
- Hip and Cool!
- Millennials/Boomers
- Mixed Use – All kinds of essential anchors and support uses
- 24-Hour
- Downtown is the heart and soul again of communities
- Definition is expanding to include adjacent historic neighborhoods and access corridors



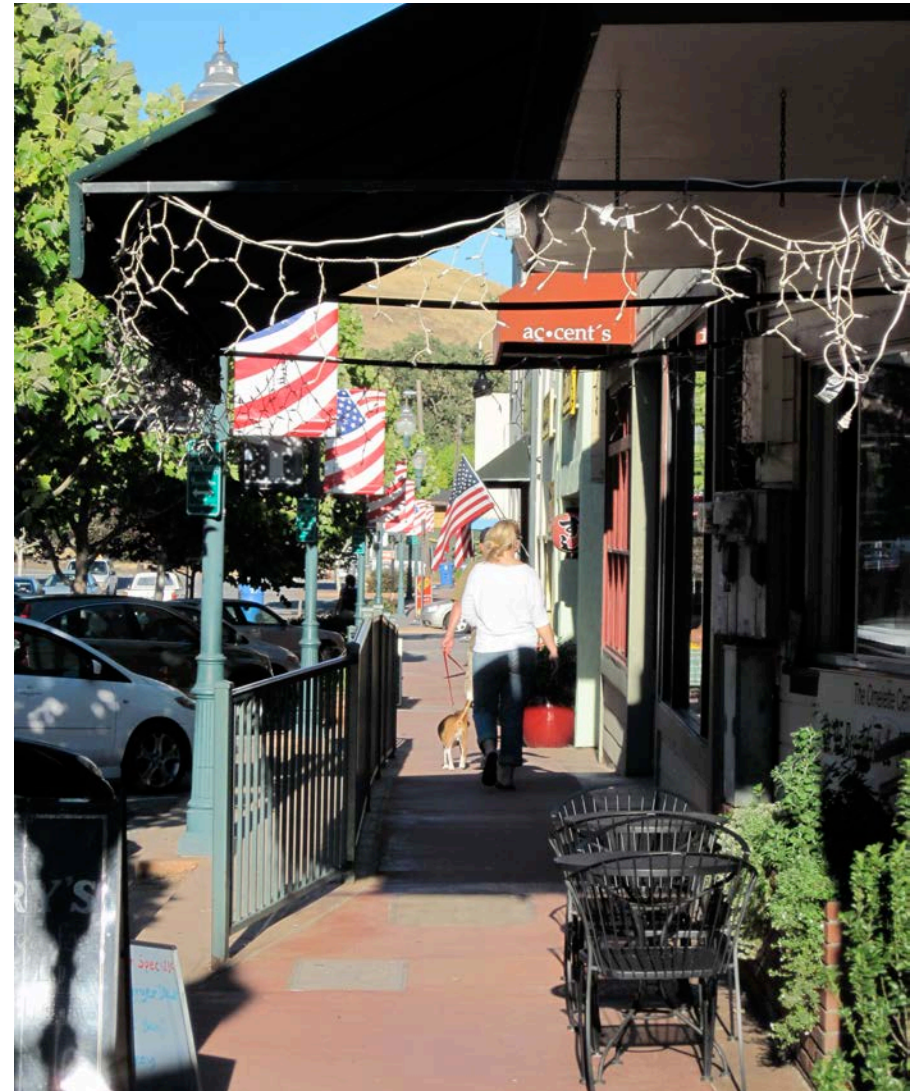
Historic Façades Are Recaptured



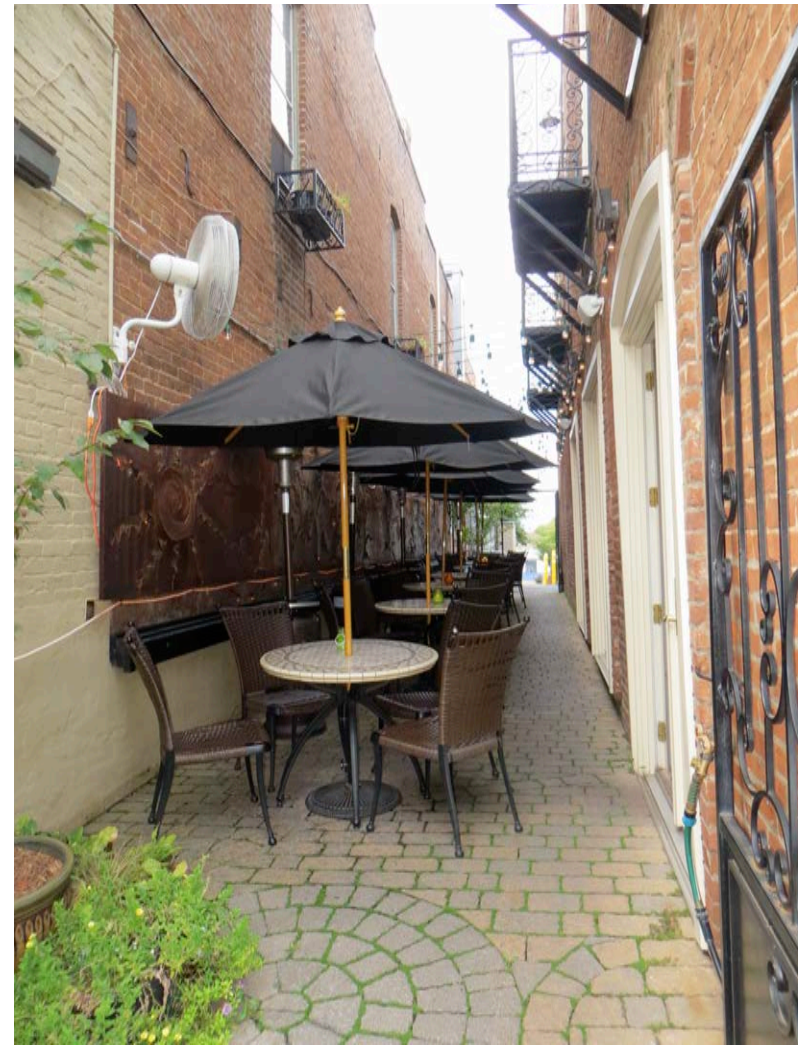
Old Factories and Warehouses become Housing



Street Patterns are Modified for Better Access



The Pedestrian Environment is Enhanced



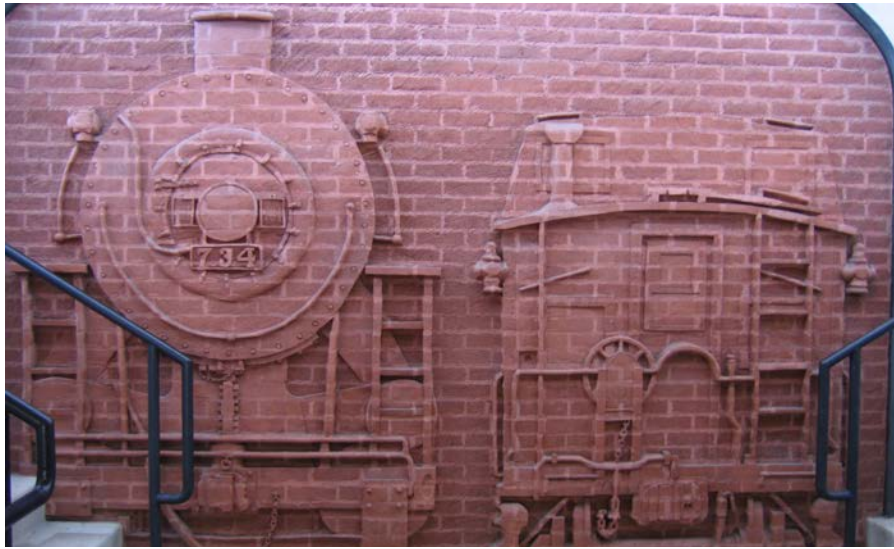
Alleys are Transformed to People Places



Parking Lots are Multi-Use Spaces



Outdoor Dining is Added



Public Art Is Added in Creative Ways



Open Spaces Enhanced for
Passive and Active Uses



Alleys are Upgraded to fit Historic Character



Wayfinding Takes Visitors to the Downtown



Visitors are Welcomed to Downtown



Economic Vitality Returned to Downtown

All of this is the result of...

Effective Repurposing of
Existing and Historic Resources
Through the Principles of Historic
Preservation

VMS Webinar – October 3, 2019

Historic Preservation: A Springboard for Economic Development

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