HISTORIC PRESERVATION IN AMERICA’S LEGACY CITIES

SPEAKER SESSION DESCRIPTIONS

(as of May 5, 2014)
Historic Preservation in America’s Legacy Cities is co-hosted by Cleveland State University/Levin College of Urban Affairs and the Cleveland Restoration Society.

Convening Co-Chairs:
Dr. Stephanie Ryberg-Webster, Ph.D., Assistant Professor, Levin College of Urban Affairs, Cleveland State University
Kathleen Crowther, President, Cleveland Restoration Society

Convening Planning Committee:
Jeffrey Johnson, Cleveland City Council, Ward 10
Jennifer Coleman, City Prowl & Chair of the Cleveland Landmarks Commission
Peter Ketter, Architect, Sandvick Architects
Christina Lincoln, Director of Operations, Preservation Buffalo Niagara
Ann Thompson, MUPDD Candidate, Levin College of Urban Affairs, Cleveland State University
Nicholas Emenhiser, AmeriCorps, Cleveland Restoration Society

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Preservation Rightsizing Network
Sandvick Architects
Smart Growth America
Urban Land Institute Cleveland
US ICOMOS
Thursday, June 5, 1:30-3:00pm  
Speaker Sessions I  

Session I.1:  Identifying, Celebrating and Preserving African American Landmarks  

While legacy cities as a whole have experienced disinvestment, African American neighborhoods have seen a greater degree of disinvestment and abandonment. This session explores how preservationists and community development corporations in Cleveland used survey, commemoration and preservation to stabilize and strengthen African American neighborhoods. The session addresses community engagement, creative funding mechanisms, the layering of history associated with different ethnic groups, and the use of heritage to build community pride. Natoya Walker Minor (City of Cleveland and Cleveland Restoration Society Legacy Task Force) will review the Task Force of academics and community leaders, the AmeriCorps community surveyor who identified themes in African American history in Cleveland, and the survey of more than 150 resources important to the city’s African American history. Michael Fleenor (Cleveland Restoration Society) will discuss how CRS used the survey and a local history grant from the State of Ohio to develop educational articles about themes and related resources in Cleveland’s African American history. Susan Hall (Western Reserve Historical Society) will relate a project to develop a heritage walk on Kinsman Avenue in Cleveland’s Mount Pleasant neighborhood, an area heavily impacted by foreclosure. Debra Wilson (Fairfax Renaissance Development Corporation) will discuss how her organization, after being made aware of a foreclosed home associated with Harlem Renaissance poet Langston Hughes, used federal Neighborhood Stabilization Funds to acquire and rehabilitate the structure, preserving an important link to a nationally significant person from the neighborhood.

Session I.2:  Non-Profits and Historic Tax Credits  

Non-profit organizations including government agencies, social service providers, community organizations, and institutional building owners play a vital role in revitalizing distressed communities. This session will share perspectives from three diverse Midwestern cities and discuss how non-profits are setting trends by using historic tax credits to redevelop historic buildings and advance their missions. Kristine Kidorf (Kidorf Preservation Consulting) will focus on redevelopment projects in Detroit completed by non-profit and community development organizations, highlighting the former Michigan Bell and Western Electric Warehouse (“Bell Building”) project. Attendees will learn about the non-profit development history in Detroit and the successes in utilizing historic tax credits as well as Low-Income Housing and New Markets tax credits. Heather Rudge (Historic Preservation Group) will address issues related to non-profit institutional building owners and users who often own or occupy historic buildings in neighborhoods, many of which are in need of repairs and upgrades that can be difficult to finance or justify. The presentation will examine several rehabilitation projects in Cleveland that utilized historic tax credits for the redevelopment of vacant or underutilized properties owned by the Catholic Diocese, a university, and an art school. Elizabeth Rosin (Rosin Preservation, LLC) will focus on the Kansas historic tax credit, highlighting the rehabilitation of a middle school in Independence, Kansas. The state credit has a number of beneficial aspects: it is uncapped, fully transferable, and welcoming toward non-profit users. Churches, courthouses, civic buildings, community-owned theaters, and public schools can use the credit without the complicated and expensive legal gymnastics required by the federal program and 501c3 organizations receive an enhanced credit value (30% vs 25%).
Session I.3:  Rethinking Historic Preservation Regulation

This session addresses the role of historic preservation regulation in shaping the future of legacy cities. Nathan Bevil (Ohio Historic Preservation Office) discusses how preservation regulation assists in the revitalization of historic areas using examples from municipalities that have used ordinances, commissions, and legislation to direct revitalization efforts. The presentation refutes the idea that preservation regulation is an impediment to development and offers ideas about structuring flexible and expedited preservation programs. Dr. Robert Benedict and Courtney Grunninger-Bonney (Clemson University) use case studies of local historic districts in three South Carolina cities to analyze stakeholder perceptions of design guidelines. Like legacy cities found in other parts of the U.S., many Southern cities suffered decline due to the loss of agricultural, textile, and railroad industries. Their findings are relevant to planners, property owners, and developers who want to understand how resident perceptions of design guidelines impact attracting businesses and residents, gaining support for infrastructure and civic improvements, and promoting investment in rehabilitating historic buildings. Shelby Green (Pace Law School) focuses on how to use preservation laws to address the shortage of decent and affordable housing in legacy cities. The presentation covers a multitude of strategies including adaptively reusing buildings, financing through state and federal tax credits, using preservation laws to condemn and transfer blighted properties to land banks or urban homesteading programs, relaxing building codes, and creating mixed-use zones. Sean Suder (Graydon Head) shares Cincinnati’s experience in overhauling the city’s historic preservation code (adopted in 2012). Emanating from the city’s Historic Buildings Loss Task Force, developing the new code involved significant input from community members, members of the business and legal community, and other public and non-profit interests. The experience highlights how a broken preservation code can undermine preservation efforts and lead to costly and divisive disputes.

Session I.4:  Industrial Heritage, Activism & Social Values in U.S. and International Legacy Cities

This session focuses on industrial heritage, grassroots activism, and preserving the social aspects of legacy cities. Kate Daly (New York City Landmarks Commission) discusses Brooklyn’s Gowanus area, home to manufacturers, artists and a diverse residential population. The neighborhood’s historic streetscapes and proximity to desirable neighborhoods are prompting development interest, despite challenges presented by Superfund designation and vacant industrial buildings. The complexity of competing demands makes this an interesting case study for cities trying to incorporate problematic sites into community and economic redevelopment plans. Anne B. Raines (Maryland Historical Trust) discusses Germany’s Ruhr Valley, a former industrial wasteland that is now a European ‘Cultural Capital,’ where conservation has shaped the region’s future by creating social progress and democratizing the planning process. ‘Bottom-up’ initiatives, more so than ‘top-down’ directives, shaped the area’s industrial conservation, which became a part of regional planning through the IBA Emscher Park, which attracted investment, provided better prospects for workers and addressed social problems. Jeff Kruth (Cleveland Urban Design Collaborative) focuses on ways to preserve neighborhoods that have valuable, though scattered, resources by re-examining the historic relationship between urban agriculture and public housing with case studies in Berlin, Vienna, Israel and the U.S. The presentation addresses the declining social infrastructure in legacy cities and argues that strategies for planning the physical fabric of neighborhoods and their associated social values are crucial preservation questions. Daniel Campo (Morgan State University) assesses grassroots efforts to preserve, reuse and enjoy iconic structures in Buffalo using the Buffalo Central Terminal and the Silo City cultural campus as examples. The presentation considers a unique form of preservation practice – one devoid of significant public sector funding and conventional market-based adaptive reuse, but where residents, business owners, cultural entrepreneurs, artists, designers and planners coalesced around a shared desire to conserve local landmarks and play an active role in the physical rebuilding of the city.
Session I.5: Do the Buildings Really Matter? Preservation, Asset-Based Community Development, & the Future of Rightsizing Communities

Do the buildings really matter? This is certainly a provocative question for preservationists to ask. However, we believe that the real conversation that needs to take place in rightsizing cities revolves less around specific buildings and more around saving community fabric needed to rebuild or strengthen areas that have a viable future. We already know that cities cannot simply demolish their way out of the problems associated with urban decay – population decline, job loss, public safety – because the building vacancy comes from a lack of demand. In other words, the empty buildings are not a vacancy issue; vacant buildings are a demand issue. We believe that the focus needs to be on identifying areas of cities that remain viable or can be made viable due to the availability of physical and human assets. For preservationists to be relevant in this effort, it requires us to make a conscious shift from a traditional focus on buildings and their past uses, to a model of “urban preservation” that focuses more broadly on the “contemporary people, uses and culture that, along with buildings, [that] constitute a neighborhood’s ecology.” In the parlance of planning and community development, urban preservation can easily be thought of as a return to old school asset based community development – linking the physical and cultural amenities of a community with the social conscious of new and existing residents. Drawing on experience from Chicago, Detroit, and rightsizing cities across the country, Matt Cole (Historic Chicago Greystone Initiative/Neighborhood Housing Services of Chicago), Emilie Evans (Michigan Historic Preservation Network/National Trust for Historic Preservation) and Charlie Vinz (Theaster Gates Studio) will share their experience implementing asset based community development projects aimed at strengthening neighborhoods experiencing profound economic and population shifts.

Thursday, June 5, 3:30-5:00pm
Speaker Sessions II

Session II.1: Mobile Interpretation and Social Media Infiltration as Preservation Advocacy in Five Cities

This session will focus on the emerging role of mobile interpretation and social media infiltration as tools for preservation advocacy in five American cities. J. Mark Souther (Cleveland State University) will examine three communities’ use of mobile apps powered by the Curatescape framework to extend their preservation missions. Developed by Souther and his colleagues in CSU’s Center for Public History + Digital Humanities, Curatescape supports rich layering of geolocation, interpretive text, images, audio, and video, enabling communities to reframe public conversations about places and spaces. Drawing on reports from the field, Souther relates the varied approaches and experiences of partners at the Raleigh Historic Development Commission, Preserve Minneapolis, and Town of Mount Pleasant, South Carolina. Eli Pousson (Baltimore Heritage) focuses on the expansion of Baltimore Heritage’s approaches in the past four years to engage preservation advocates and residents with an integrated communications strategy that makes online writing, multimedia, and social media key components of advocacy and organizing efforts. The Explore Baltimore Heritage website and mobile app, built on the Curatescape platform, reveals the enormous potential for online interpretation to support a more proactive, relevant and community-based approach to historic preservation in neighborhoods of all kinds. Through ten years of blogging for Ecology of Absence and more recent forays into Twitter, Facebook, and Instagram to promote projects and preservation causes, Michael R. Allen (Preservation Research Office, St. Louis) has a lot of experience with social media, finding that no media presence means anything without an audience. Preservationists need to be nimble with both media and message to reach the masses, and sending content through multiple channels is the best way to meet people where they are. Collectively these presenters suggest the critical need for thoughtful, adaptive, and sustained use of new media to promote preservation.
Session II.2: Historic Preservation in Downtown Cleveland: A 30 Year Success Story

This session will review the 30-year history of preservation-based revitalization in Downtown Cleveland. Thomas Yablonsky (Historic Gateway Neighborhood Corporation, Historic Warehouse District Development Corporation & Downtown Cleveland Alliance) will focus on downtown Cleveland’s revitalization and the strategic historic preservation approach that dates to the late 1970s. Around this time, both Historic Gateway Neighborhood Corporation (HGNC) and Historic Warehouse District Development Corporation (HWWDC) were born out of grassroots initiatives to create thriving mixed-use Districts through historic preservation. This portion of the session will create an overview of the strategies that were used to revitalize these important Districts in downtown, including historic tax credits, historic conservation easements, comprehensive master planning, and alternative building code. Thomas Starinsky (Historic Gateway Neighborhood Corporation & Historic Warehouse District Development Corporation) will review the more than $1 billion in adaptive reuse projects that have occurred in downtown Cleveland. The discussion during this portion of the presentation will illustrate the focus of Downtown organizations including retail recruitment, public space enhancement, amenities for residents, and multi-modal infrastructure that prioritizes pedestrians and bicycles.

Property owners and developers have shifted their focus to the growing housing market and filling office vacancies, which supports ground-floor businesses and a diverse mix of retail. Historic preservation financing strategies continue to play an important role in leveraging investment in the redevelopment of Downtown Cleveland. Today, five out of six projects taking place in Downtown are using historic preservation strategies. Employing Main Street principles, HGNC and HWDDC have fostered sustained incremental growth, which led to the creation of the dynamic mixed-use districts that exist today. Finally, Jonathan Sandvick (Sandvick Architects) will present a case study that illustrates how historic preservation can and should be fully integrated into a downtown revitalization strategy. The case study will be a project that is currently planned or under construction.

Session II.3: Moving from Data to Doing

Despite the clear impacts of vacant and abandoned buildings in cities across the U.S., shrinking public coffers cannot fund the demolition or rehabilitation of every vacant building. For most cities the goal of both actions is clear: to revitalize and strengthen neighborhoods. So how should we set priorities for using scarce public funds and targeting incentives for private activity? Where is demolition appropriate and where should we stabilize buildings? With such great need and dwindling resources, a strategic approach is imperative. However, there is a major gap between knowing the need for a strategic approach and actually developing and implementing that approach. Many communities have a wealth of data, yet are not sure how to act on it. For preservation planners and advocates, an equally important question is how to integrate historic preservation into short-term actions and long-range neighborhood plans. For community members, ensuring that their voices are heard is a priority. This session will examine ReLocal, a new tool that uses comprehensive data to help local decision-makers determine where and how to reinvest in neighborhoods. ReLocal offers a multifaceted measure of neighborhood vitality by integrating more than 70 metrics on the built and natural environments, including historic resources; economic development; public and private investment; and community engagement, with a community priority survey as a critical component. The results set a course for long-term neighborhood sustainability and help to target resources for revitalization. They also yield parcel-level recommendations for treating vacant and abandoned properties based on field survey and grounded in neighborhood context. Cara Bertron (PlaceEconomics), J.P. Hall (Indiana Landmarks), Bill Morgan (City of Muncie, Indiana), and Margo Warminski (Cincinnati Preservation Association) will provide an overview of community needs, the ReLocal framework, results from its initial application in Muncie, Indiana, and preview an in-progress project in Cincinnati.
Session II.4: Preserving Legacy Neighborhoods: Examples from Cleveland

In Cleveland, community development corporations (CDCs) are leaders in neighborhood development and their preservation decisions have implications for the fate of the city’s rich heritage. Stephanie Ryberg-Webster and Amelia Caldwell (Cleveland State University) trace the evolution of CDCs’ use of preservation in Cleveland, examine how and why CDCs use preservation, and explore the implications of this activity for the future of the city’s neighborhoods. The presenters question whether or not preservation should be the responsibility of CDCs, which have limited financial means and operate within a complex political system. Marie Kittredge (Slavic Village Development) discusses the Broadway Slavic Village neighborhood, which has about 1,300 vacant homes alongside walkable neighborhoods, strong institutions, and new amenities that leverage vacant land. The presentation describes how Slavic Village Development supports strategic demolition but minimizes the loss of historic buildings by focusing on retaining structures in two historic districts, keeping older and well-built structures off the priority demolition list, rehabilitating housing without public subsidy, and mothballing highly visible vacant buildings to prevent demolition. Michael Fleming and Andrea Bruno (St. Clair Superior Development Corporation) discuss their experience collaborating with Loft Home Builders, Inc. and the Cuyahoga County Land Reutilization Corporation in a pilot program to save vacant and abandoned houses. The project involved transforming the homes into lofted spaces and was completed at the same cost as demolition. The Loft Home is ideal for a new generation of urban city dwellers who seek creative live/work spaces. Chris Maurer (Cleveland Urban Design Collaborative) presents the Design/Build Studio, also in the St. Clair Superior neighborhood. The project was a first step towards unleashing the hidden value and appeal of Cleveland’s abandoned houses with the goal of reinvesting in and reinventing the city’s historic housing stock in ways that restore market demand and meet the needs of changing households.

Session II.5: Federal Policy for Historic Preservation

This presentation features speakers with first-hand experience in administering and utilizing federal programs and policies, which play a significant role in the preservation of legacy cities. Bradford White and Charlene Dwin Vaughn (Advisory Council on Historic Preservation) highlight recommendations from ACHP’s recent report, Managing Change: Historic Preservation and Rightsizing in American Cities. Using an example from Philadelphia, the presentation addresses vacancy, abandonment, rehabilitation, landbanking, tax credits, creative mitigation for surveys and protecting historic resources, and programmatic agreements. The presentation also explains why historic preservation is a critical component in rightsizing planning. Nancy E. Boone (U.S. Department of Housing and Urban Development) highlights how local and state governments define and prioritize HUD’s Community Development Block Grant funds and how preservationists can participate in the process. The presentation also covers well-known and lesser-known HUD programs that can support community preservation goals and summarizes HUD’s Section 106 review process as a means of protection for historic properties. Daniel D. Paul (ICF International) relates the process to mitigate demolition within the Saginaw (MI) Central City Historic Residential National Register district via a Memoranda of Agreement resulting from Neighborhood Stabilization Program Phase II (NSP2) funds administered by the Michigan State Housing Development Authority. The presentation focuses on the MOA methodology, challenges, and outcomes including a target building assessment, justification for demolition candidates, marketing study, comprehensive mitigation plan, and a new local historic district based on revised district boundaries. Richard Starzak (ICF International) uses examples from Michigan cities, including Battle Creek, Benton Harbor, Detroit, Flint, Hamtramck, Highland Park, Lansing, Pontiac, Saginaw, and Wyandotte, to review efforts to assist the Michigan State Housing & Development Authority with Section 106 reviews related to NSP2. The presentation highlights the need for clear communication and collaborative processes to resolve impasses and expedite reviews and covers three key areas: emergency responsiveness, compliance strategies, and capacity building.
Session III.1: Strategic Incrementalism & Resource Targeting for the Revitalization of Legacy City Neighborhoods

In legacy cities, many neighborhoods hit by abandonment and blight still have the “bones” to be quality places to live and work. Ohio and other legacy states can leverage these assets to attract and build markets. Presenters will provide examples and effective strategies from the many communities across and beyond Ohio that are already employing strategies to build off their assets—including historic districts and buildings—and generate vibrant local economies. Legacy cities will need both demolition and preservation to thrive. The question becomes, how do nonprofits and local governments determine the right mix of these strategies? How do development officials determine which strategies are most appropriate given the unique situations they are confronting? In answer to these critical questions, this session will show how use of market metrics for decision-making, resource targeting, and the principle of strategic incrementalism can be combined to create effective strategies to catalyze redevelopment in legacy city neighborhoods and maximize their historic attributes. Marianne Eppig (Greater Ohio Policy Center) will address how to build the underlying framework for resource targeting, such as: What metrics or indicators can development officials use to assess markets and select target areas for investment? What metrics or indicators can development officials use to guide decision making on the demolition or preservation of particular buildings? Paula Boggs Muething (Port of Greater Cincinnati Development Authority) will provide examples of how the Port Authority has effectively targeted resources for historic preservation and community revitalization in Cincinnati. Non-profits and public entities can sustain a long-term public commitment to a corridor or neighborhood through targeted investments as one way to draw private investment. Alan Mallach (Center for Community Progress) will explain how strategic incrementalism can integrate market-building and resource-targeting as a guiding principle for community revitalization. Strategic incrementalism—incremental steps grounded in a vision of the future, informed by market knowledge and implemented through targeted investments—can effectively advance redevelopment and catalyze private sector investment in resource-constrained environments.

Session III.2: Ohio: Creating Cool Communities through Preservation

Many Ohio communities have leveraged historic buildings and downtowns to create authentically cool environments, generating investment in areas that have experienced decline and attracting young professionals and entrepreneurs of all ages. Public private partnerships are responsible for making many catalytic rehabilitation projects possible, converting old buildings to modern uses that have a strong economic impact on the surrounding community. Mary Cusick, Mary Oakley, and Nathaniel Kaelin (Ohio Development Services Agency) highlight the Ohio Development Services Agency’s role in preservation and the resources available to Ohio communities. Ms. Cusick speaks to historic preservation’s impact on Ohio’s growing tourism economy. Ms. Oakley explains how smaller communities use Community Development Block Grant (CDBG) funding, eligible uses of this funding for preservation and downtown revitalization, and successful projects completed with CDBG assistance. Mr. Kaelin discusses the history of the Ohio Historic Preservation Tax Credit program, highlighting its impact and successful projects in Ohio’s legacy cities. Duane Van Dyke (Van Dyke Architects), Elizabeth Corbin Murphy (Chamber Murphy Barge Restoration Architects, Ltd.), and Stephen C. Coon (Coon Restoration & Sealants, Inc.) then focus on case studies of vacant buildings brought back to productive use that have created jobs, strengthened local tax bases, and rehabilitated challenging properties. The case studies include Akron’s Firestone Plant, rehabilitated as continued use for manufacturing, office and support spaces; Cleveland’s Middough Building, adaptively reused by the Cleveland Playhouse and Cleveland State University for administrative, creative and educational functions; and Hamilton’s Mercantile Block, restored as downtown loft housing and commercial uses.
Session III.3  Legacy City Solutions to Residential Preservation

A central issue facing legacy city neighborhoods is how and when to preserve vast amounts of residential housing. In this session, Mary Ogle and Tom Jorgensen (Cleveland Restoration Society) discuss successes and challenges of CRS’ Heritage Home program, which originated in two Cleveland neighborhoods and now covers 36 communities in Northeast Ohio. The program has made over 1,000 loans, infusing over $37 million in residential investment to Cleveland neighborhoods and surrounding communities. Presenters explain how Heritage Home provides access to low-interest financing and how it has evolved to include a real estate tool for purchasing and rehabbing homes. Brian Mikelbank (Cleveland State University) presents research on the relationship between residential historic preservation and foreclosure. Prior to the housing crisis, evidence showed that there were positive market outcomes related to CRS’ Heritage Home program. Dr. Mikelbank’s current research questions whether the foreclosure rate for Heritage Home properties changed over time, if the foreclosure rate for Heritage Home properties differed from the average regional rate, if the foreclosure rate for Heritage Home properties differed from their immediate neighborhood, and if there was a lower foreclosure rate for Heritage Home properties in areas of concentrated residential preservation. Greg Baron (Detroit Shoreway Community Development Organization) discusses DSCDO’s successful efforts to rehabilitate historic multi-family buildings and preserve existing residential housing stock. DSCDO’s portfolio of multi-family properties includes 14 buildings with 239 rental units, with new projects in the pipeline. In 2007, DSCDO created the Single-Family Redevelopment Program to address vacant and abandoned properties. To date, more than 135 vacant and abandoned homes have been returned to productive use, many without any development subsidy, and the initiative has resulted in over $7.5 million in scattered-site single-family investments. Through DSCDO’s vetting process, all 135+ homes are owner-occupied or managed by local and responsible landlords.

Session III.4: Development / Design / Construction for the Preservation of Historic Buildings

This session will focus on downtown Cleveland, particularly the resurgence of residential populations and the importance of historic preservation. Presenters, all leaders in the adaptive reuse of historic buildings in downtown Cleveland, will discuss the challenges of preservation and successful projects (both completed and in-progress). Speakers include Cheri Ashcraft (K&D Properties), David Sawicki (Cleveland Construction), George Berardi (Berardi + Partners, Inc.), and Joe Berardi (Berardi + Partners, Inc.). A recent article in Crain’s Cleveland Business focused on downtown’s new and renovated apartments and over half of these are the result of this team’s expertise in the challenging historic preservation category of development. The speakers will review three case studies that showcase differing buildings and challenges. The Residences at 668, a 100-year old building, was vacant and poorly maintained for decades. The 90-year old Hanna was recently occupied and well-maintained. And, the Residences at 1717 is a mid-century Modern building, also well-maintained and recently occupied. Attendees will hear an overview of the process from beginning to operations, including: (1) building selection, feasibility and proforma; (2) concept design, fit, planning and cost opinions; (3) submission for historic tax credits, schedule, and deliverables; (4) design, construction, documents, bidding and mobilization; (5) executing construction services, selective demolition, phased delivery and public safety; (6) pre-leasing, move-in and grand opening; and (7) operating performance of historic residential buildings. Attendees will gain appreciation of the unique development requirements when considering the adaptive reuse of historic buildings and will learn that early planning and consideration using experienced personnel is critical to success.
Session III.5: Historic Preservation in Smaller Legacy Cities

While much of the discussion about legacy cities focuses on large municipalities such as Detroit or Buffalo, many smaller cities face similar challenges of economic decline and disinvestment. In this session, Steve McQuillin (Preservation Consultant) highlights his experience with Elyria, Ohio’s city hall and high school. Elyria is the seat of Lorain County, about 25 miles west of Cleveland, with a population of about 60,000. After auto plant closings and other industrial downsizing and relocation, the city government and school district have worked proactively to revitalize Elyria’s core, while preserving key landmarks. Once slated for demolition, the city’s 1867 town hall and opera house, along with the adjacent 1903 Turner Block, were rehabilitated as part of a new city hall complex, while the 1894 Elyria High School was incorporated into a new high school complex with LEED certification. Jack Schafer (Trexler Rubber Co.), Robert Bruegmann (University of Illinois at Chicago), and Joseph Bica (City of Ravenna) focus on preservation and economic revitalization in downtown Ravenna, Ohio (pop. 12,000), about 40 miles southeast of Cleveland. The presenters will discuss how the restoration of the town’s iconic 150’ iron flagpole (c.1893) has catalyzed recent efforts to capitalize on the town’s historic heritage as a cost-effective economic development strategy. The successful flagpole project was important in itself, but the process also brought awareness to downtown Ravenna’s impressive collections of historic buildings and multiple projects are now underway that capitalize on these historic assets. Robert W. Oast, Jr. (The Ohio State University) presents a case study of Asheville, North Carolina’s Grove Arcade to illustrate how public-private partnerships and a community’s commitment to preserving its architectural resources can achieve many goals and help sustain a healthy downtown. The Grove Arcade was one of the nation’s first shopping arcades, opening in 1929 and occupying an entire city block, and was converted to federal offices in the 1940s. After the federal government announced plans to vacate the space in the late 1980s, community leaders worked to repurpose the building as a public market. It reopened in 2002 as a mixed-use complex, catalyzing an increase in property values and surrounding development.

Session IV.1: Five Decades of Historic Preservation in Pittsburgh

This year marks an important milestone in the history of the Pittsburgh History & Landmarks Foundation—PHLF turns 50! To commemorate the work and important achievements of one of the premiere historic preservation organizations in the country, Arthur Ziegler (Pittsburgh History & Landmarks Foundation) and Michael Sriprasert (Landmarks Community Capital and Landmarks Development Corporation) will present an interactive talk highlighting the impact of historic preservation in Pittsburgh. The presentation will particularly take a five-decade retrospective of how historic preservation principles took root in Pittsburgh, particularly chronicling PHLF’s work over the years in neighborhoods, Main Street communities, Pittsburgh Downtown revitalization, advocacy, education, real estate development, lending and a multitude of other areas in which PHLF is involved. A key part of the talk features a discussion on the tools of historic preservation, and how PHLF leverages other public-private partnerships in achieving results.
Session IV.2:  The Fate of African American Neighborhoods in Legacy Cities

In this session, Sharon Egretta Sutton (University of Washington), Olon Frederick Dotson (Ball State University & ARMONICS, Inc.), and David Hughes (Kent State University) discuss the creation and destruction of black space in legacy cities as evidence of the need for a massive compensatory effort to save the remaining fragments of this space. Black spaces were created when millions of African Americans migrated to the “promised land” in the Northeast and Midwest. Forced into a segregated universe, black entrepreneurs mobilized their resources to create shops, theaters, hotels, schools, hospitals, libraries, churches, social clubs, and philanthropic institutions – unique black spaces that were repositories of African American talent and collective determination. The presentation discusses the combined forces that resulted in destruction of this black space, including highway building, suburbanization, urban renewal, civil unrest and urban riots. Although countless black spaces have been destroyed forever, fragments remain, among them the buildings that housed black-owned banks, political clubs, newspaper offices, jazz clubs, Greyhound bus stations that enabled black mobility, and schools and churches that nurtured black pride and civic leadership. The presentation documents a number of those fragments with vivid photography, suggesting that current preservation policies would likely not protect them from destruction, and outlining the massive compensatory effort needed to salvage the remaining black spaces of legacy cities. Rosie Tighe (Appalachian State University) and Joanna Paulson Ganning (University of Utah) then use St. Louis as a case study to illustrate that decline does not affect all neighborhoods or populations equally. In St. Louis, as in many other cities, decline and displacement occurred when policies, prejudices and plans interacted with broad economic restructuring to devastate poor and minority communities while leaving white and middle-class communities largely intact. Using three time periods (urban renewal, triage, and foreclosure crisis), the presenters discuss the differential experiences of black and white neighborhoods and argue that planners face an ethical obligation to approach “smart decline” using an equity planning framework.

Session IV.3:  The Art of Revitalizing Our Cities: Historic Theaters and Arts Districts

Arts organizations are often overlooked as an industry; the arts generate over $135 billion in economic activity yearly, providing more than 4 million jobs and exporting more than $64 billion per year in everything from movies to paintings to jewelry. The arts are a cornerstone of the tourism industry and are a key aspect in building strong communities. Legacy city arts districts are a popular revitalization strategy, as these cities have a rich history of investing in traditional arts and cultural assets. By plan or by chance, historic preservation and the arts are often partners and it is essential to understand the value of arts organizations and the historic venues they inhabit so that these resources can be leveraged to their fullest potential. Amanda Johnson Ashley (Boise State University) focuses on Pittsburgh’s Cultural District and Baltimore’s Station North Arts and Entertainment District, highlighting differences in organizational structure and development obstacles. The cases shed light on how preservation is addressed in arts economic development and the role that non-governmental organizations and public/private partnerships play in reshaping and revitalizing historic cities. Jeff Ramsey (Detroit Shoreway Community Development Organization) discusses the restoration of three theaters in Cleveland’s Gordon Square Arts District – Cleveland Public Theatre, Near West Theatre, and Capitol Theatre – and their impact on economic development and surrounding housing. The Gordon Square Arts District is a unique collaboration between the theater companies and DSCDO that included streetscape and parking improvements, as well as restoration and new construction. Paul Siemborski (Westlake Reed Leskosky), Landee W. Bryant-Greene (Maiden Alley Cinema & Columbia Club Restoration Project Task Force), and Matthew Jennings (Westlake Reed Leskosky) use Cleveland’s Allen Theatre Complex, Paducah’s (KY) Columbia Theatre, Schenectady’s (NY) Proctors Theatre, and San Clemente’s (CA) Miramar Theatre and Bowling Alley to illustrate the impact of diverse arts and theatre organizations that have organized, raised funds, and engaged the community to spur positive changes in their cities.
Session IV.4: Historic Preservation as Neighborhood Economic Development

Preservation is often a tool for neighborhood or smaller-scale economic development, although challenges remain. **Mark Wendel** (*Flynn Battaglia Architects*) discusses Buffalo’s Genesee Gateway Block, which sat vacant for decades. In 2007, it was reinvented as a mixed-use complex, despite questions about its eligibility for tax credits. The presentation covers the complex organization that went into the four years of acquisition and restoration, as well as the technical and artistic challenges. **Gregory Dietrich** (*Gregory Dietrich Preservation Consulting*) focuses on three historic retail corridors in Brooklyn, NY – Smith Street, Atlantic Avenue, and Myrtle Avenue – to understand how government and private enterprise utilize preservation for economic development. **Dr. Bhuiyan Alam** (*University of Toledo*) presents the results of his 2012 Community Planning Workshop class, which included data collection, analysis and a revitalization plan for Toledo’s UpTown District. The results provide a step to initiating a community master plan for the area based on bringing back viable businesses and revitalizing vacant properties. **Jud Kline** (*Orange Village*) and **John Barnes** (*12th House District of the Ohio General Assembly*) discuss a strategic economic development initiative Ohio’s 12th District, which has a wealth of under-utilized historic structures ripe for new uses that would return economic and social vitality. The presentation addresses developing strategies, policies and tactics to take advantage of the historic fabric of communities to create economic benefit and drive broader activity creating a corona effect for the neighborhoods where these projects occur.

Session IV.5: A Seat at the Table: Preservation and Blight Remediation in Detroit

This session discusses the precedent-setting partnerships forged by the Michigan Historic Preservation Network (MHPN), Detroit Landbank Authority (DLBA), Detroit Blight Task Force, Data Driven Detroit, and Preservation Detroit, which placed preservation in a proactive and positive position at the table with decision-makers. **Emilie Evans** (*Michigan Historic Preservation Network & National Trust for Historic Preservation*), **Amy Elliott Bragg** (*Preservation Detroit*), **Erica Raleigh** (*Data Driven Detroit*), and **Matthew Hampel** (*LocalData*) discuss how this project came to be, how the accumulated data was utilized, and how it serves as a national model for preservation partnerships. While the quest for “total blight elimination” in Detroit gains traction with large sums of money and influential advocates, it is important to also preserve the city’s historic assets. Hardest Hit Fund demolition dollars in Michigan, totaling $100 million ($52 million for Detroit), were not subject to federal Section 106 review. With the Michigan Historic Preservation Office having no regulatory oversight, the MHPN recognized an opportunity to bring preservation into play. The DLBA, responsible for implementing Detroit’s $52 million, welcomed MHPN to the table to help inform critical demolition decisions. In partnership with Preservation Detroit, MHPN organized a historic resource survey of six neighborhoods targeted by the DLBA for implementing Hardest Hit Funds. The historic resource survey sent trained volunteers into the field with a smart phone app and four survey questions. The results were impressive: surveyors covered nearly 20,000 parcels, including every residential structure in the six neighborhoods, in just two weeks. The survey results provide preservation data to inform the DLBA’s demolition decisions. Local partners were essential to this project. In addition to the backing of the DLBA, MHPN worked to build and strengthen relationships with several organizations focused on blight remediation. Data Driven Detroit, who concurrently carried out a citywide conditions assessment survey, facilitated the overlay of the historic resource data. LocalData provided technological assistance through use of their smartphone survey platform. The DLBA and the Detroit Blight Task Force added critical support and, not least, the commitment to utilize the survey data in decision-making.
Session V.1: Sustainability & Energy Efficiency in Historic Buildings

There is significant overlap between the goals of the environmental and preservation communities, including a focus on sustainability, job creation, and finding new uses for existing resources. The presenters in this session use research and practice to argue that preservation and the reuse of historic buildings is a key element in planning for a sustainable future. Robert A. Young (University of Utah) explores sustainability through social, environmental and economic perspectives. The presentation illustrates how demolition impacts, vernacular climate-based design, and low-technology comfort strategies inherent in many historic buildings collectively demonstrate that preservation and reuse is a sustainable approach in planning for the built environment. Jim Lindberg (Preservation Green Lab/National Trust for Historic Preservation) share results from work in multiple cities, including Philadelphia and Baltimore, to find new ways to encourage building reuse. The project includes developing a new process for looking at an entire city and measuring how older, smaller buildings perform against a range of economic, social, and environmental metrics. Emily Bailey Burns (Historic Chicago Bungalow Association) and Emily Robinson (Elevate Energy) use a case study of an energy efficiency program for Chicago’s historic bungalows – a building that is 10% more energy intensive than other single-family homes in the city. The Historic Chicago Bungalow Association has collaborated with Elevate Energy to use community-based approaches to improve the energy efficiency of these homes, which can help maintain affordability and improve neighborhood stability. Jackie Wiese (Elevate Energy) discusses the Energy Savers program, which works with owners of single-family homes, multi-family buildings, churches and commercial structures to implement cost-effective efficiency improvements. The program targets low- to moderate-income neighborhoods, many of which have high rates of vacancy and foreclosure and are prime targets for demolition. Although the mission is not preservation or stabilization, the company is facilitating those goals as a byproduct of their environmental and equity-based work.

Session V.2: Can We Save the Legacy of the Legacy City? Revisiting the Role of Preservation in the Future of America’s Legacy Cities

With legacy cities facing an ever-growing surplus of buildings over demand, many of the customary approaches of historic preservation appear inadequate or even counterproductive. Instead, ‘right-sizing’ – generally involving extensive demolition – is increasingly promoted as the answer. True, demolition threatens the historic fabric of urban neighborhoods and downtowns, but in the absence of the economic conditions that could support preservation, removal of nuisances is widely seen as taking precedence. What then are the prospects for the legacy of legacy cities? What are preservationists to do, and what role should they play? This panel will propose ways to look at historic preservation in legacy cities that recognize the economic realities of weak demand and significant population loss, with the goal of both providing a clear conceptual framework for understanding the economic and demographic constraints and opportunities facing preservation in legacy cities, and offering both theoretical and practical approaches for rethinking how preservation can be most effectively applied in that framework. Alan Mallach (Center for Community Progress) will both moderate and provide the conceptual framework, looking at the present and potential future of legacy cities from a planning and economic perspective. Ned Kaufman (Kaufman Heritage Conservation & Columbia University) will explore alternative ways of conceptualizing history/heritage in the context of the physical, demographic and social changes taking place in legacy cities. Michael Allen (Preservation Research Office) will use his experience in St. Louis to discuss how new approaches to historic preservation can be carried out at the city and neighborhood scale in legacy cities.
Session V.3: The Next Generation of Historic Preservation

In this rapid-fire discussion, young preservationists share their experiences, interests, and ideas for the future of historic preservation in America's legacy cities. A common perception of preservation includes images of pristine house museums and elderly ladies volunteering to raise money and gather signatures. As the 21st century progresses, young professionals, often with a strong and passionate interest in shaping vibrant cities, are playing a greater role in the preservation of their communities. Greg Soltis (RDL Architects & City Beautiful), Jeon Francis (Neighbors in Action) and Christina Lincoln (Preservation Buffalo Niagara, City Beautiful & Buffalo Young Preservationists) discuss the desire on the part of younger generations for place authenticity, often found in historic neighborhoods. The presenters will explain the founding of a new organization, City Beautiful, in which young activists are calling for using design, pedestrian-friendly elements and historic buildings to make cities beautiful again, and activist efforts to draw awareness to and save historic resources throughout Cleveland. Nicholas Emenhiser (Cleveland Restoration Society) and Marvin Ranaldson (All Aboard Ohio) explore the importance of historic transit-oriented developments and how these places serve as a model for contemporary efforts to improve transit and connectivity in legacy cities. The speakers also discuss the ways in which rebuilding historic transit infrastructure might underpin the revitalization of downtowns and neighborhoods. Jason Lloyd Clement and Grant Stevens (National Trust for Historic Preservation) present innovative methods for advocating for the preservation and reuse of threatened historic places. Drawing on their ongoing campaign to save the Houston Astrodome, they explore the complicated relationships between government and non-profit partners, share successful community outreach and engagement strategies, and explain how the campaign influenced the National Trust’s future community outreach plans. Kelly Kinahan (Cleveland State University) focuses on the next generation of preservation scholarship, outlining a research agenda for re-examining the issue of neighborhood change and gentrification in legacy cities. The discussion also explores ways to understand if preservation investments, specifically through the federal historic rehabilitation tax credit, might be influencing the stabilization and/or upward trajectory of legacy city neighborhoods.

Session V.4: Neighborhood Stabilization & Historic Preservation: Strategies & Data from Detroit, Cleveland and Beyond

Legacy cities are struggling to figure out how to strategically plan for preservation and manage historic resources given the scale of abandonment and decline. Victoria Olivier (Detroit Future City) presents the Detroit Future City Strategic Framework Plan, which, while not giving an explicit blueprint for preservation, offers guidance for improving the quality of life for Detroiters and provides a strategy for preservationists to integrate their initiatives into implementation. The presentation reviews key elements of Detroit Future City including blight/demolition strategies, the role of partnerships and civic capacity, deconstruction projects, development of a vacant property toolkit, and neighborhood driven placemaking. Mandy Metcalf (Environmental Health Watch) summarizes her work to use GIS mapping as a tool for evaluating the extent to which preservation has been and could be considered in Cleveland's rightsizing efforts. She discusses her criteria and process for identifying historic commercial clusters and proposes a strategy of preserving residential historic fabric and density (which is being rapidly lost) within walking distance of those clusters. Matthew Hampel (LocalData) uses case studies, including Detroit, to discuss how new technologies facilitate the collection and application of preservation-related field data, which is essential for guiding informed, successful and responsible change. The presentation uses a new tool, LocalData, to illustrate how modern technology and methods can bring more and better data to decision-makers, while also facilitating increased community participation in the data collection and analysis process.