Do No Harm: Crafting a Preservation Program for Beginners

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Agency under the Office of Lieutenant Governor Micah Beckwith





Mission

OCRA works with local, state and national partners to **provide resources** and **technical assistance** to aid communities in shaping and achieving their vision for community and economic development.

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V es a pr nist?



Why Preservation?



- Cater to your audience – know your people
- Preservation is practical – not a luxury
- Preservation *should be* people-oriented
- Preservation is community and individual potential

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Main Streets and Preservation

- Underlying tenet of Main Streets – preservation-based economic development
- Managed under the point of Design
- All Main Streets must demonstrate incorporating a preservation ethic into their programming:
  - Educational seminars
  - Renovating/Rehabilitating a building
  - Conducting façade site visits
  - Educational displays and social posts
  - Advocating for preservation in the public sphere



Main Streets Preservation Projects





Move Beyond the Emotional

- Emotional Appeal is often the first point of contact for Main Streets
- Facts and ROI are what matters to governments and investors
- Both are needed for a successful preservation ethos
- Be realistic about the work – get the right people involved
- Be willing to compromise if needed or suggest alternative changes



Preservation Dictionary

- **Rehabilitation** – Acknowledges the need to alter or add to a
- **Reconstruction -** Re-create
- **P**
- **R**
- **Section 106** – Federal policy of mitigating effects to historic resources
- **Adaptive Reuse**

"Preservation"

Preservation Dictionary

- **Resources**
- **Character-Defining Features**
  - Based on style, important to determine preservation treatments
- **Integrity**
  - Measure of intact character defining features
- **Appropriate**
  - In terms of materials and treatments for repair or additions
- **Façade**
  - The front face of a commercial building

Designations & Listings

- **National Register of Historic Places**
  - Honorific and for grants
    - Most common and most misunderstood
    - Buildings, Site, Structure, Object, District
- **National Historic Landmark**
- **Local Listing**
  - Actual teeth
    - Through a Historic Preservation Commission (HPC) or Historic Review Board (HRB)

Preservation at Home

- Encourage maintenance as preservation work
  - Cleaning gutters
  - Removing vines from facades, esp. on brickwork
  - Painting. . .
- Avoid being characterized as the "voice of no"







Advocacy

- Support preservation in Comprehensive plans
- Support local preservation programs and share them on socials
- Show work done via an Annual Report
  - Send or present at City/Town Council, State and Federal delegations, businesses, and residents
- Social Media – share and listen



Action Steps

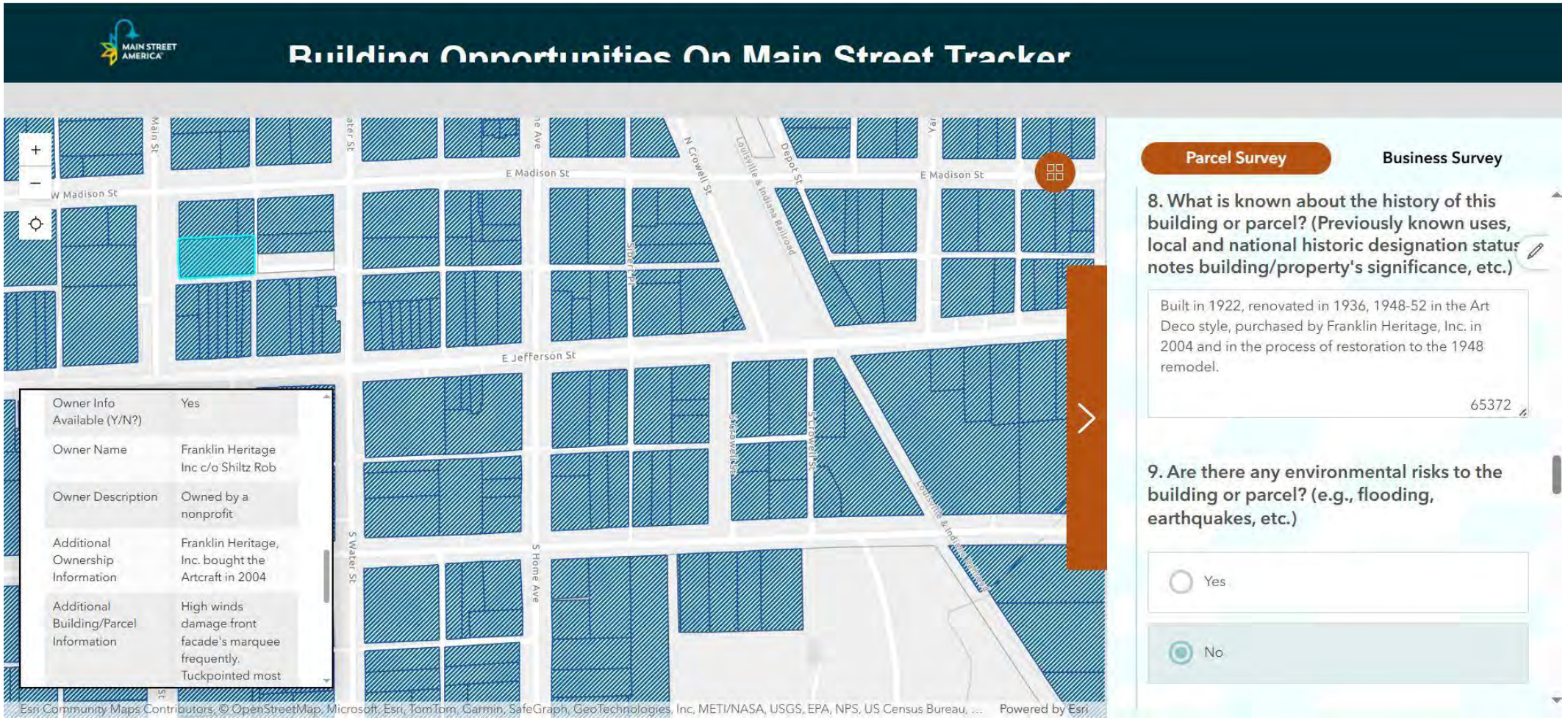
- Identify the historic fabric in your community – we're not only interested in the most ornate buildings in town (and neither should your organization!)
  - Walk around!
  - Take notes and lots of photos (label when possible – future focused)
  - Use the resources on SHAARD
- Identify your role and resources as an organization and community
- Educate yourself and your community – preservation relies on continual education





Action Steps

- BOOMS/Building Inventory



Action Steps

- Be ready to learn and translate
  - Preservation is a long-term process that takes consensus building
- Be a building watcher
- Be a community translator



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Barriers to Cooperation

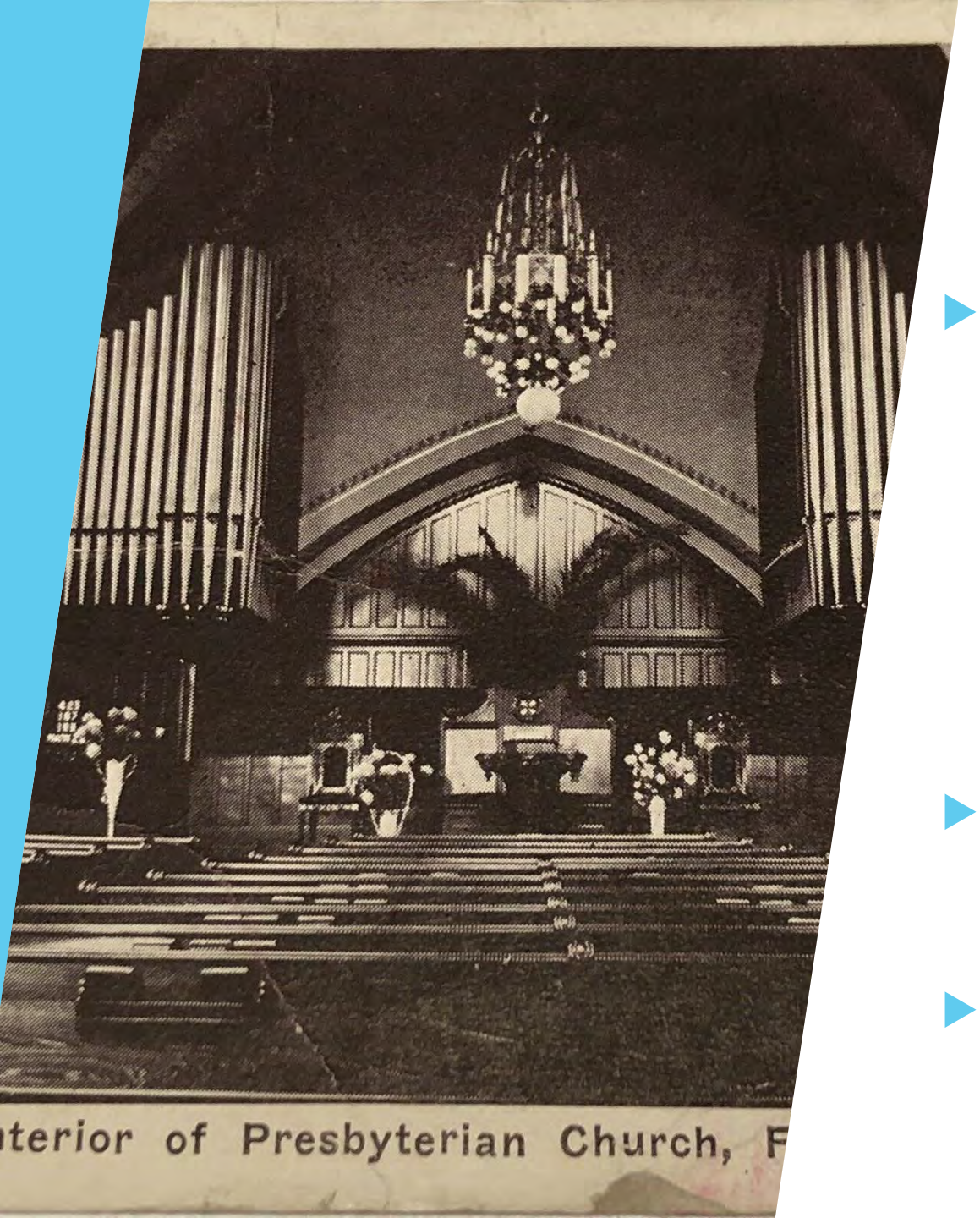
- Preservation has standards – they must be followed
- There are non-negotiables
- Not every situation can be a success
- Not everyone is cooperative in community development
- Misinformation and disinformation



Common Obstacles for Preservation Programming

- Historic Preservation Commissions (HPCs)
- National Register Nominations
- Counter with brief facts from the start – get ahead of the rumors
  - Relate to other legal commissions and regulations
  - Preservation isn't a one-off
  - Preservation has set standards across the country
  - Engage the community – don't focus on the NIMBYs or CAVE people


Archway Entrance, Indiana Masonic Home, Franklin, Indiana.

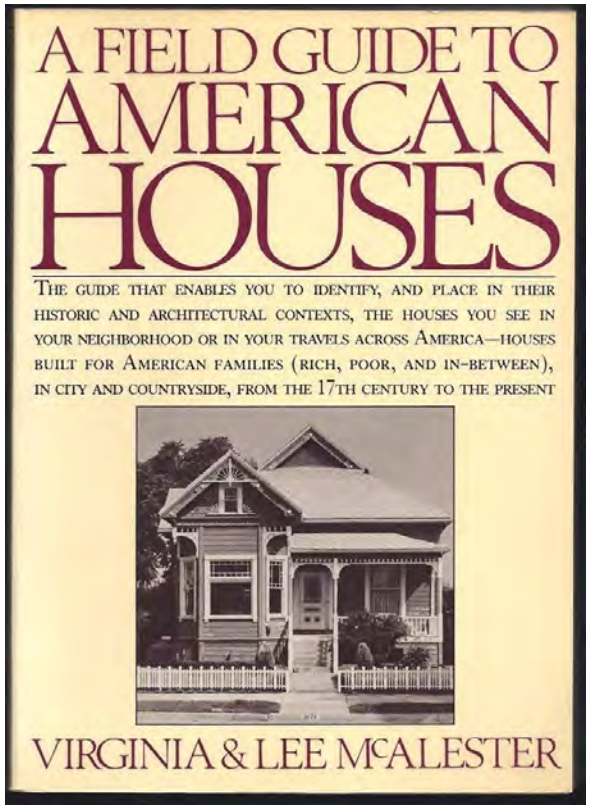


Making a Convert

- Cut the jargon
  - Simplify or explain each acronym
  - Take notes and explain – communication is key
  - Use the resources on SHAARD
- Identify your role and resources as an organization and community
- Main Streets are bridges for ideas and communication

Resources

- Historic Preservation Professionals Facebook Group
- Old Places Indy (local networking for the central Indiana region)
- Indiana Landmarks Regional Offices
- *Field Guide to American Houses* by Virgina S. McAlester
- Main Street America Academy (for MSA Members)
- Secretary of the Interior's Standards and Preservation Briefs
- National Alliance of Preservation Commissioners Messaging Guide
- *The Politics of Historic Districts* by William Schmickle



Community Development Block Grant (CDBG) Funds as a Preservation Tool

- Owner Occupied Rehabilitation
- Planning Grants
- Main Street Revitalization Program
- Blight Clearance (up to $500,000 and Public Facilities Program (up to $750,000)
- PreservINg Main Street

PreservINg Main Street

Community Development CDBG Block Grant

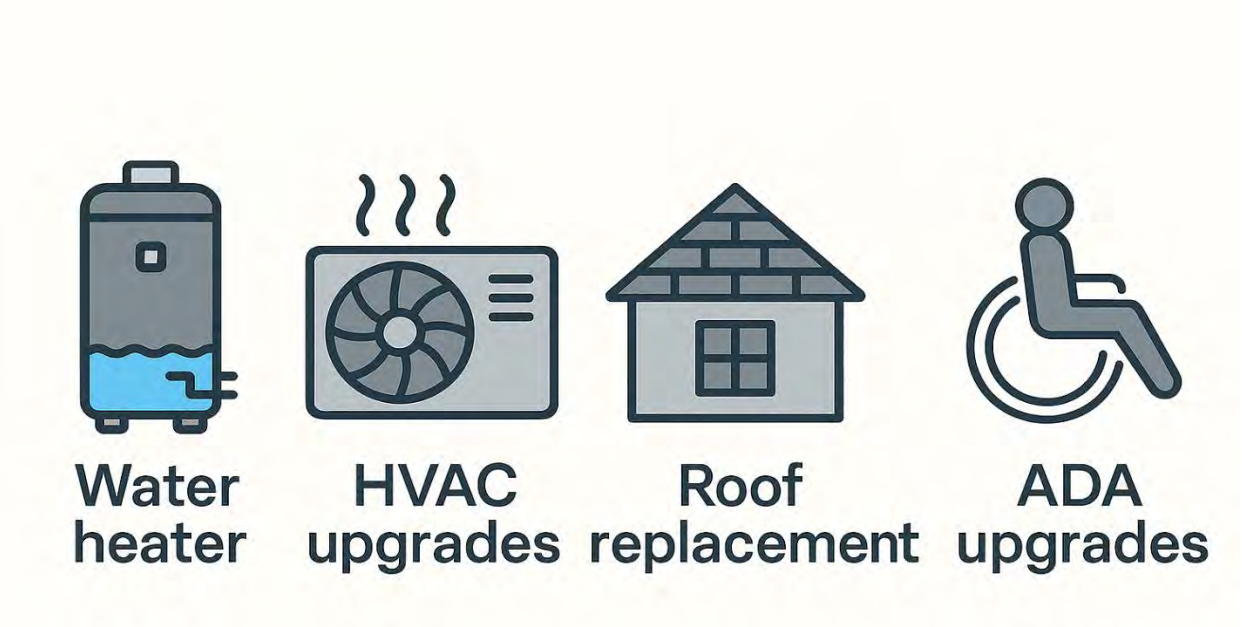
Community First. OCRA Office of COMMUNITY & RURAL AFFAIRS Community Always.



Courtesy of Evan Hale, Indiana Landmarks

Owner Occupied Rehabilitation (OOR)

- Community Development Block Grant (CDBG) through local governments to benefit basic repairs (roofs, water heaters, accessibility, etc.).
- Allows cities and towns that normally can't access CDBG funding
- Can keep vulnerable housing stock in good condition



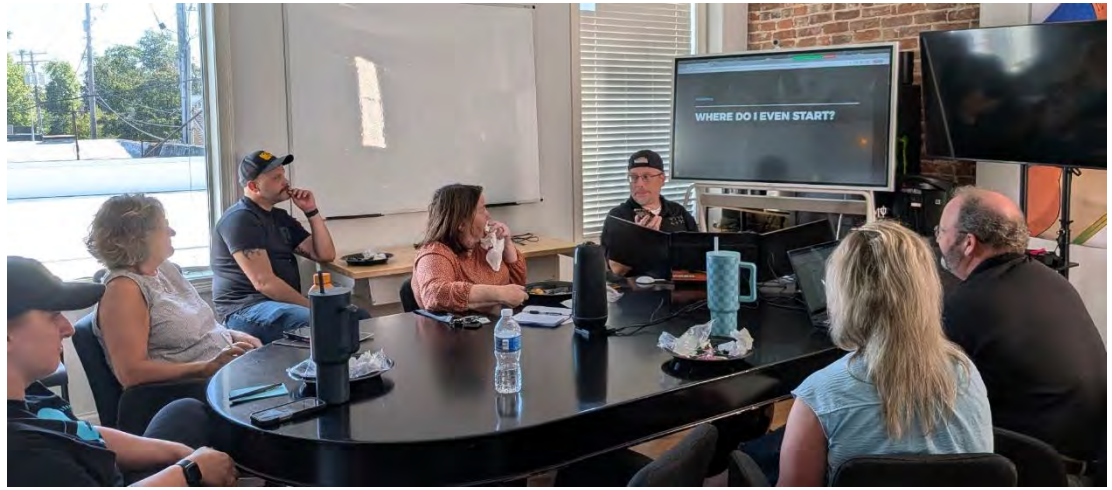
Planning Grants

Preservation

Comprehensive

Downtown Revitalization

- Know your plan – read the current plan
- Does it meet current and future needs?
- Get the right people to the table for revisions







Main Street Revitalization Program

- Traffic Control or Pedestrian Safety
- Functional Art
- ADA Improvements
- Sidewalk Rehabilitation or Addition
- Signage or Utility Relocation for Accessibility
- Pavers
- Water Management
- Energy Efficiency (LED Traffic Lights or Signals)
- Alley Activation
- Wayfinding

Other Funding

- Historic Renovation Grant Program
- Indiana Historic Rehabilitation Tax Credit
- Federal Historic Tax Credit
- Community Revitalization Enhancement District Tax Credit (IEDC)
- Redevelopment Tax Credit / Small Town Opportunity Initiative (IEDC)

DNR Indiana Department of Natural Resources | Historic Preservation & Archaeology

INDIANA FOR THE BOLD Economic Development Corp.

NATIONAL PARK SERVICE

Stay connected!

Sign up for press releases and announcements at bit.ly/OCRA-signup

Find your regional Community Liaison's contact information: https://www.in.gov/ocra/about/community-liaisons/



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Questions?

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