



## GUIDE TO

# WHO'S WHO IN PRESERVATION

*"In the end  
We conserve  
only what we love  
We will love only  
what we understand  
We will understand  
only what we are  
taught"*  
Baba Diom, Poet

## GOVERNMENT

## PRIVATE SECTOR

### NATIONAL

U.S. Department of the Interior  
National Park Service Cultural Resources  
[www.cr.nps.gov](http://www.cr.nps.gov)

National Trust for Historic Preservation  
Washington, DC  
[www.preservationnation.org](http://www.preservationnation.org)  
Northeast Regional Office  
Boston, Massachusetts

### STATE

New York State Office of Parks,  
Recreation and Historic Preservation (SHPO)  
Waterford, New York  
518-237-8643  
[www.nysparks.com/shpo](http://www.nysparks.com/shpo)

Preservation League of New York State  
Albany, New York  
[www.preservenys.org](http://www.preservenys.org)

### REGIONAL

*Your contact for assistance with National Register nominations and project review.*

The Landmark Society of Western New York  
[www.landmarksociety.org](http://www.landmarksociety.org)

*Your contact for assistance with local preservation planning*

### LOCAL

City, Town, and Village  
Preservation Boards



THE LANDMARK SOCIETY OF WESTERN NEW YORK, INC.  
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## Preservation Planning Services

The members of The Landmark Society's Preservation Division staff are experts in all aspects of preservation planning in Rochester and the surrounding nine-county area (Monroe, Orleans, Wayne, Genesee, Livingston, Ontario, Wyoming, Yates, and Seneca).

We have specific expertise in:

- Providing advice on **preservation planning procedures**
- Educating citizens about the **importance of the historic resources** (buildings, landscapes and structures) in their communities
- Identifying appropriate sources of **funding for preservation projects** and assisting organizations with the funding application process
- Assisting with the development of **preservation tools** such as ordinances, landmark designations, and design guidelines
- **Researching and documenting** historic properties
- Conducting **historic resources inventories**
- Preparing local, state, and federal **landmark and district nominations**
- Developing effective strategies for **preservation advocacy**
- Training and assisting **preservation boards and commissions**
- Offering educational opportunities, including our annual **Regional Preservation Conference and Preservation Board Training Workshop** as well as other workshops and lectures
- Providing advice on the process of **selecting a contractor** or other professional to work on an older building
- Promoting **homeownership in the City of Rochester** through our award-winning city living center, the Home Room. The Home Room provides information about city neighborhoods and houses for sale, and offers the course "Marketing Historic Houses Successfully" twice a year as continuing education for Realtors
- Providing news about **preservation issues**, practical advice on **building maintenance**, and updates on **preservation trends and topics** through our website, blog, newsletter, and other publications
- Coordinating the annual **Preservation Awards program**, which recognizes noteworthy achievements in preservation
- Linking our local communities to **sources of preservation information and resources** at the state and federal level
- Evaluating development proposals for their **impact on historic resources**.

Please call us at (585) 546-7029 to discuss how we can help you and your community.

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## PRESERVATION 101

### Why do we preserve?

**Aesthetics:** Appeal of historic design and craftsmanship

**Historic Interest:** Association with persons or events important in our past

**Education:** How we lived in the past and how that influenced events that have brought us to where we are now

**Sense of Place:** Built environments and landmarks that distinguish one community or area from another

**Economics:** Older buildings often contain high quality materials and design elements that are no longer readily available. In many cases the craftsmanship is also not easily replicated

**Sustainability:**

Preservation is the original approach to "green design" and energy conservation  
Continued use of the existing built environment contributes to the preservation of open space and reduces sprawl

Rehabilitation jobs are green jobs

Historic buildings are often highly adaptable for new uses

**Preservation works:**

For urban and rural communities and all types of resources —commercial, residential, cultural, transportation

For all income levels of neighborhoods and housing, including special housing types such as seniors and work/live spaces.

### How do we preserve?

A **survey of community resources** is an important first step

Historic preservation planning is a collaborative planning process that takes a comprehensive look at community resources.

Information from surveys is used to identify priorities and opportunities

**Build awareness** and educate the community (before it's too late!)

**Seek and offer expertise and financial resources** to aid preservation projects

**Align other municipal procedures**, such as zoning and code enforcement, with preservation goals

**Designate** properties and districts at the local and/or State and National levels

**Review projects** as appropriate according to their level of designation and sources of funding

### What Can Designating a Historic Property Do?

Increase awareness and build community pride

Offer a level of protection

May open the door to potential financial benefits. *Usually a requirement before a property is eligible for grant and incentive programs*

# Why Preservation?

A voice from Georgia

## Change is inevitable. Decay, disinvestment, and ugliness are not.

by F. Sheffield Hale

Chairman of The Georgia Trust

and partner in the Business Practice Group of Atlanta law firm Kilpatrick Stockton LLP.

Many people wonder about the relevance of historic preservation in their daily lives. They are skeptical that saving historic buildings has anything to do with their own quality of life, let alone that of the communities in which they live. Yet, it is my view that the ethics and the benefits of historic preservation are critical to Georgia's people and communities. On a practical level, historic preservation is a conservative approach to maximizing a community's resources and reinvigorating and sustaining a community's economy over a period of time. I recently heard preservationists mislabeled as "liberal." To me, there is nothing more self-evidently conservative and prudent than preserving and enhancing existing capital investment. Preservation enhances property values for landowners with existing capital investments by maintaining investments and encouraging reinvestment in developed areas.

Preservation of historic architecture also gives a community a distinct identity and thus a competitive advantage. Preservation makes people proud of their communities, and consequently more willing to invest in developing economic activity. In this era of rapid change and mobility, there is an increasing desire for a sense of continuity and permanence that historic buildings provide. Communities built on a distinctively human scale retain and attract people who care about the kind of community they are going to leave in the future.

The last point speaks to our relationship with our neighbors and successors and can be described by an old-fashioned term we used to hear in grammar school called "citizenship." I believe that the long view the preservation ethic provides reminds us that we are building a community not only for today, but also for tomorrow.

The best way to sustain a community's long-term prosperity is to plan for

permanence and to recognize that distinctive historic resources are an important asset not to be squandered. Preservation reminds us that the world does not revolve around just us or our generation, but that the contributions of people who lived here before us and those who will follow us are also important.

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**"The preservation movement is, in a sense, combating groundless egotism and short-lived opportunism."**

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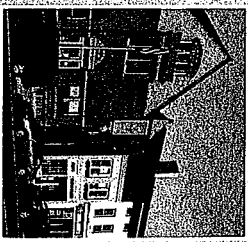
I think the preservation of structures and places also tangibly reminds us that all our histories have meaning—that we are not disposable or interchangeable. Many of us live in different communities from where we were reared, but we value and take great pride in the history of the communities in which we currently live. Many of us hope that those who now live in communities from which we came will feel similarly, and that this collective trust will serve to strengthen all of our communities. The preservation movement is, in a sense, combating groundless egotism and short-lived opportunism, by preserving the best of our collective past for all of our descendants, while immediately enriching all of our lives economically, culturally and aesthetically.

Preservationists recognize that change is inevitable, and often desirable, but that decay, disinvestment and ugliness in our cities are not inevitable. Those who support preservation are optimistically moving forward a new vision, not content to save only the stately homes of founding fathers or of a local plutocracy, but intent on also preserving for all of us what is distinctive about each of our downtown Main Streets and communities.

## WHY PRESERVE?



Historic preservation is about more than protecting historic buildings, landscapes, and structures. It's about reinvesting in and revitalizing our older neighborhoods, Main Streets, and downtowns and planning for economically and environmentally sustainable growth. Reinvesting in existing resources creates affordable housing, generates jobs, increases tax revenue and property values, supports local businesses, and bolsters community pride—all of which foster healthy and desirable communities. Upstate New York communities that have embraced preservation as a planning tool have benefited enormously.



## WHAT IS A PRESERVATION ORDINANCE?

A historic preservation ordinance is the primary method by which municipalities protect their historic resources and, ultimately, their character. Preservation laws help instill community pride, spur tourism, generate new investment, and increase local tax revenue and property values. While the language of preservation ordinances varies, most local laws establish a historic preservation commission, a process for official designation of historic resources, and a process for considering proposals to alter or demolish historic properties.

While a preservation ordinance is an effective method by which to protect a community's historic resources and character, it is just one

item in the planning toolbox. Preservation ordinances complement other planning tools, such as zoning codes and design overlay districts, tax abatements, comprehensive plans and land bank programs. Together, these tools are effective in helping a community guide growth and foster revitalization.

## WHAT IS THE ROLE OF A PRESERVATION COMMISSION?

A preservation commission or board is an administrative body established under a preservation ordinance. Its members have expertise in related fields such as architectural history, history, architecture, archaeology and real estate. This helps ensure that decisions are objective and informed. Commissions are primarily responsible for identifying historic properties for protection and reviewing and acting upon applications to alter, demolish, or otherwise affect properties protected by a preservation ordinance. Commissions also help to promote historic resources and raise awareness about their roles in the cultural and economic life of a community.

## THE LANDMARK SOCIETY: A PRESERVATION PARTNER

Established in 1937, The Landmark Society of Western New York (LSWNY) is among the oldest and most active preservation organizations in the United States. Our mission is to protect the unique architectural heritage of our region and promote preservation and planning practices that foster healthy, livable, and sustainable communities. The LSWNY advocates for reinvestment in older buildings, neighborhoods, parks, and structures. We assist community leaders, local governments, property owners, and developers by providing critical information, networking, and technical assistance.

Whether your municipality has a preservation ordinance in place or is just beginning to explore what preservation planning has to offer, we are here to serve as your partner. Together we can work to foster economic vitality and preserve your community's character.

## HOW CAN LSWNY ASSIST YOUR COMMUNITY?

The Landmark Society tailors preservation board/commission assistance and planning services to meet the specific needs of your community. Keep in mind that you need not have a preservation ordinance in place to incorporate preservation into larger planning efforts.

### Services include:

- Commission/staff training on topics of your choice, including repairing historic windows, design guidelines, sustainability, how to apply the Secretary of the Interior's Standards for Rehabilitation, the economic benefits of preservation, and more
  - Preparation of design guidelines
  - Historic resource surveys. Surveys identify and inventory historic properties and are an invaluable resource for future planning efforts and decision-making
  - Assistance to municipalities that would like to establish a preservation ordinance or that simply want to know more about the benefits of historic preservation
  - Public workshops on a wide range of topics
- Regular training and networking events include:**
- Spring & Fall Preservation Commission Workshops (free!)
  - Annual Preservation Conference

# PRESERVATION PLANNING *in your* COMMUNITY



## Funding Resources for Historic Preservation Projects

One of the most common questions we hear at The Landmark Society is "How can I get a grant to rehabilitate a historic building?" There are several programs that can assist municipalities, nonprofit entities, and congregations with some of the costs of historically appropriate rehabilitation projects. We advise homeowners and other private building owners to check with their municipality to see if any local programs, such as emergency repair funds, low-interest loans, or programs to assist first-time homeowners, are applicable.

Most historic preservation grants require that the property be listed or eligible for listing in the State and/or National Register of Historic Places, or designated a landmark under a local preservation ordinance at the time of application. For state or national programs, contact the NYS Office of Parks, Recreation and Historic Preservation (<http://www.nysparks.com/shpo/national-register/>); for local designation, contact your municipal clerk or historic preservation commission.

**The following programs provide funds for historic preservation:**

1. The **Transportation Enhancements Program (TEP)**, a federal reimbursement program administered by the New York Department of Transportation (NYSDOT), enables funding for transportation projects of cultural, aesthetic, historic and environmental significance. Eligible projects must have a relationship with the surface transportation system and must be available for public access and use. Project applications may be developed by any municipality or nonprofit organization, but must be sponsored by a municipality, a state agency, or an Authority. For more information: <https://www.nysdot.gov/portal/page/portal/programs/tep> or (585) 272-3466.
2. The **NYS Environmental Protection Fund (EPF)** provides grants for projects to improve, protect, preserve, rehabilitate or restore properties on the State or National Register for use by all segments of the population for park, recreation, conservation or preservation purposes. This highly competitive program provides grants of up to 50% of eligible project costs, with funding caps, deadlines and priorities established each year. For more information: <http://www.nysparks.com/grants/historic-preservation/default.aspx> or (518) 237-8643.
3. The **Certified Local Government Program (CLG)** supports and strengthens local preservation activities by encouraging communities to develop an action plan in order to achieve their preservation goals. All certified CLGs are eligible to receive a variety of services from the SHPO, including grant money designated exclusively for CLG projects. To find out more about these annual awards or to request application information, see <http://www.nysparks.com/shpo/certified-local-governments/> or call (518) 237-8643.
4. **Preserve New York**, a grant program of the Preservation League of New York State and the New York State Council on the Arts, provides support for three types of projects: cultural resource surveys, historic structure reports, and historic landscape reports. An applicant must be a not-for-profit group with tax-exempt status or a unit of local government. State agencies and religious institutions are not eligible to apply. The program generally provides only partial support on a competitive basis. Grants are likely to range between \$3,000 and \$10,000. For more information: [http://www.preservenys.org/01\\_what\\_grants\\_presny.html](http://www.preservenys.org/01_what_grants_presny.html) or (518) 462-5658.
5. The **Sacred Sites Program**, administered by the New York Landmarks Conservancy in New York City, provides financial and technical assistance for the maintenance, repair, and restoration of religious properties of all denominations across the state. This program will fund professional fees as well as restoration work, with essential projects receiving the

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See also

"Partners for Sacred Places" web site (www.sacredplaces.org) organization

highest priority. Funding is available in amounts up to \$100,000. For more information:  
[http://www.nylandmarks.org/programs\\_services/grants/sacred\\_sites\\_program/](http://www.nylandmarks.org/programs_services/grants/sacred_sites_program/) or (212) 995-5260.

6. The **Community Foundation** administers two funds pertaining to historic preservation: the Lloyd E. Klos Fund and the Elizabeth Gibson Holahan Fund for Historic Preservation. Nonprofit 501(c) (3) organizations or government entities in Genesee, Livingston, Monroe, Ontario, Orleans, and Wayne counties may apply for these funds, which typically award between \$10,000 and \$20,000 for projects that "focus on preservation, education, and/or information efforts on unique historical assets of Rochester and the region." For more information: [www.racf.org](http://www.racf.org) or (585) 271-4271.

7. The **National Trust for Historic Preservation** administers the following funds and programs. For more information: <http://www.preservationnation.org/resources/find-funding/> or (617) 523-0885.

a. The **National Trust Preservation Fund** includes: 1) matching grants from \$500 to \$5,000 for preservation planning and educational efforts, and 2) intervention funds for preservation emergencies. Matching grant funds may be used to obtain professional expertise in areas such as architecture, archeology, engineering, preservation planning, land-use planning, fund raising, organizational development and law as well as to provide preservation education activities to educate the public.

b. The **Johanna Favrot Fund for Historic Preservation** provides nonprofit organizations and public agencies grants ranging from \$2,500 to \$10,000 for projects that contribute to the preservation or the recapture of an authentic sense of place. Funds may be used for professional advice, conferences, workshops and education programs.

c. The **Cynthia Woods Mitchell Fund for Historic Interiors** provides nonprofit organizations and public agencies grants ranging from \$2,500 to \$10,000 to assist in the preservation, restoration, and interpretation of historic interiors. Funds may be used for professional expertise, print and video communications materials, and education programs.

d. The **National Trust Loan Fund** offers predevelopment, acquisition, mini-permanent, bridge and rehabilitation loans for residential, commercial and public use projects. Eligible borrowers include not-for-profit organizations, revitalization organizations or developers working in certified Main Street communities, local, state or regional governments, and for-profit developers of historic buildings.



**NATIONAL FUND FOR SACRED PLACES** A program of Partners for Sacred Places in collaboration with the National Trust for Historic Preservation

The National Fund for Sacred Places is a grant-making program of Partners for Sacred Places in collaboration with the National Trust for Historic Preservation. The National Fund is guided by an Advisory Committee, bringing together faith leaders, architects, and philanthropists from across the country to inform the grant-making process. Through this partnership, roughly 50 houses of worship will be awarded \$10 million over 4 years beginning in 2016.

8. **State and Federal Tax Credits.** The federal government provides a 20% tax credit for rehabilitating income-producing historic buildings, and a 10% tax credit for the rehabilitation of unregistered commercial, nonresidential buildings constructed before 1936. Starting in January 2010, the state government offers a 20% tax credits for rehabilitating income-producing properties or owner-occupied housing in specific neighborhoods. Buildings must be listed in the National Register to qualify; the state credit is further limited to certain census tracts. For more information: <http://www.nysparks.com/shpo/tax-credit-programs/> or (518) 237-8643 (state credit) or <http://www.nps.gov/history/hps/tps/tax/index.htm> (federal credit).

9. **NYS Legislature (Member Items).** Requests should be sent to the State Senator and/or the Member of Assembly representing the district in which the project is located. Application is required.

10/09

10. **Technical Grant,** administered by The Landmark Society of Western New York, provides a modest grant for technical assistance for the maintenance, repair and restoration of historic buildings. This is 50/50 matching grant (applicant must provide funds totaling half of the total cost of a project). For more information, contact Caitlin Meives ([cmeives@landmarksociety.org](mailto:cmeives@landmarksociety.org)) or (585) 546-7029 ext. 27.