In this issue of *The Alliance Review*, we step back from our typical central subject theme and offer a variety of articles that touch on unique preservation perspectives. In “Preserving America: An Overview,” preservation enthusiast Ron Tanner of Loyola University-Maryland talks about a 2012 book promotion tour that resulted in numerous, and often humorous, reflections on the state of historic preservation in the United States. Jennifer Doherty, a preservation consultant based in Worcester, MA, discusses an assortment of traditional and innovative planning tools, as well as the incorporation of cultural events, for downtown revitalization in her article “Planning for Vibrant Downtowns.” In an effort to think “beyond the buildings,” we asked Kevin Johnson of the City of Pasadena, CA, to summarize a local survey undertaking that focused on a different resource – historic gardens. Finally, our Staff Profile series continues with Guy Giersch from the City of McKinney, Texas. Enjoy!

**NEW NAPC MEMBERS:**

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<td>Fayetteville Historic District Commission</td>
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<td>Susan Grossman</td>
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<td>Leah J. Konicki</td>
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**NEW NAPC PROFESSIONAL NETWORK MEMBERS:**

Cardno JFNew

[www.cardnojfnew.com](http://www.cardnojfnew.com)

Cardno JFNew is an ecological consulting and restoration firm with the resources and technical expertise to provide clients with innovative and successful solutions to the most challenging environmental issues. We specialize in water resources, natural resources, and cultural resources management, environmental permitting and compliance.

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**The Alliance Review** has now gone digital!

Did you know that *The Alliance Review* is now available in digital format? If you are interested in “going green” and only receiving a digital version our newsletter – in color, to boot – send an email to napc@uga.edu with your request.
In 2012, I traveled to more than 60 cities in 40 states to promote my book, From Animal House to Our House: A Love Story. The book is about how my then-girlfriend (now wife) and I bought condemned property – a wrecked, former fraternity – and brought it back to its original Victorian splendor. We knew nothing about fixing houses, but we prevailed and were so successful, This Old House magazine featured our work in 2008.

Ron Tanner is a professor of writing and media at Loyola University-Maryland. His latest book is “From Animal House to Our House: A Love Story.” He and his wife, Jill, run the DIY website www.houselove.org. Ron also directs the Marshall Islands Story Project (www.mistories.org) and runs Preservation America, which documents the state of preservation in America today: www.preservationamerica.org

Preserving AMERICA:
An Overview

By Ron Tanner
As I planned the book tour, it made sense for me to partner with preservation groups to draw attention to local preservation concerns at every stop. In doing so, I realized that I had a unique opportunity to get a snapshot of preservation efforts in the U.S. So I created a video project, called Preservation America, to document all that I was learning from old-house owners, historic district advocates, and directors of preservation societies.

It will take about a year to edit and post on www.preservationamer-ica.org the more than 100 video interviews I have gathered so far. But the site is up already with some initial posts. Since the project is open-ended, offering an ever-growing resource for tracking the state of preservation in America, now is as good a time as any to offer a preliminary report on some of the things I saw and learned.

Let me start by admitting that, before my road trip, I didn’t even know what a SHPO was. But, a teacher by profession, I was eager to learn. And, as an old-house preservationist of twelve years and a licensed house inspector, I had plenty of questions and worries.

Do Young People Care?
My first worry was, Do young people care about preservation? The answer is, Yes, plenty! I was surprised at the number of young preservationists I met. Some are already directing organizations, like Josh Rogers, of Historic Macon; Amanda Crawley, of the Historic Kansas City Foundation; Anna-Marie Opgenorth, of Historic Milwaukee; and Andrew Weil, of the Landmarks Association of Saint Louis, just to name a few. Some cities have organizations especially for the younger crowd, such as the Young Preservationists Association of Pittsburgh, founded in 2002 by Dan Holland. I saw an encouraging number of the young people restoring old and historic homes in every city, from Tampa to Seattle. In some places, like Ogden, Utah’s Jefferson Avenue Project, they comprise a critical mass who are turning around once-decrepit neighborhoods.

The Mid-Century Modern!
As a Boomer who came of age in the 1970s, I am tickled by the new interest in the Mid-century Modern, which generations X, Y, and Z so adore. I was delighted to meet advocates like Alison King, of the Modern Phoenix Network, and Eugenia Woo, of Docomomo WEWA (Seattle). Inspired by their enthusiasm, I sought out Modernist buildings with a new eye, and fell in love with structures like Spokane’s Parkade parking deck, which looks like something from a Jetson’s cartoon: Cincinnati’s newly restored Rauh House, with its wedding cake elegance; and Tucumcari’s “Route 66 Motel,” a splendid example of the spare International style, which features pine-paneled interiors and corner vanities with terrazzo counters made of petrified wood.

A Changed Landscape
On the road, four things struck me visually: 1) the new signs marking historic districts at every city and town I passed; 2) the tidily-kept and often restored Main Streets in virtually all of the places I visited; 3) products of successful Main Street programs; thriving arts and entertainment districts in almost every old-town neighborhood, like Denver’s Lo Do, Pittsburgh’s Lawrenceville, Nashville’s 12South, and Little Rock’s South Main; and 4) the ubiquity of adaptive re-use, as old warehouses, churches, schools, and factories are being restored as cool places to shop, work, and hang out. In other words, in the twenty years since I’ve traveled this extensively, the American landscape has changed markedly for the better — thanks to preservationists.

A Variety of Preservation and the Trades that Help Make Restoration Possible
Had I taken the time to stop at every place that caught my eye, I’d still be on the road. Nonetheless, I made a point of seeking out a few less typical examples of preservation, like the vintage travel trailers restored at MEL, in Orange, California, and the restored wooden pleasure boats at the Antique Boat Center, in Cincinnati, and Seattle’s cozy old houseboat community, where some floating homes are 100 years old. I love seeing what preservationists can do with old wood, especially in small spaces. When I outfitted my custom camper for my trip, I tried to replicate that vintage cabin ambience by using old recycled oak for my van’s interior.

In Eureka, California, I visited Eric Hollenbeck, who runs the Blue Ox Millworks, where he teaches young people the traditional methods of wood working and related trades like stained glass work. Eric gave me one of my favorite quotes: “I tell the kids there’s only two kinds of jobs: there’s the job where you take a shower before you go to work in the morning and there’s the job where you take a shower after you come home from work at night. And the world needs both of them. We have to have both for the world to go around!”

Like Eric and so many preservationists I met, I worry about the fate of the trades. It seems our society has placed so much emphasis on the desirability of white collar work, most young people nowadays think of manual labor as shameful. Eric himself is self-taught and does amazing work. He offered to make me rain gutters out of redwood (for my house, not my van). A traditionalist, he has filled his shop with antique tools and machines, with nothing newer than his 1866 H.B. Smith tenon cutter.

L.E.E.D.
I heard a lot about LEED in my talks with preservationists. Everybody agrees that promoting sustainability is a great idea, but...
nobody can understand why the LEED point system grants the same credit, say, to recycling carpet as it does to saving an entire historic building. That said, more than one preservationist think the preservation field could emulate LEED’s point system because it’s a glass half-full perspective that offers a lot of motivation. Mark McDonald, president of the Georgia Trust for Historic Preservation, explains: “If you do the best you can do [in LEED], you have a platinum rating or [if not] you have a gold rating or a silver or a bronze. But in the preservation world, it’s either all or nothing. We could learn from . . . [LEED’s example]: if you’re looking for a tax credit and the maximum is twenty percent and, if you get all your points, [then] you get twenty or maybe twenty-five percent. If you make a mistake and pull out all the plaster before you realize [that keeping] it was the rule, then maybe you get fifteen percent. [In other words,] it’s not this Draconian result where you lose your head because you break one rule.”

In short, it seems that more flexibility in preservation would encourage more restoration. And, yes, I’d rather see partial restoration than no restoration at all.

**Preservationists and Social Workers have a lot in Common**

When I started my trip, I assumed that I’d find preservation organizations to be underfunded and understaffed but I didn’t imagine the degree to which this would be true. Cindy Heitzman, president of the California Preservation Foundation, describes their situation: “California is a big state, geographically large, [and] long, thirty-six million people it’s tough to provide service to all corners of the state with a staff of four. We do a heroic job of it.” The worst case I saw was an organization that had only a director and a half-time staffer. And still this organization was getting things done in a large city! Like social workers, preservationists have to be the most optimistic, resilient people in the world.

**The Indiscriminant Maw of Development**

The most frustrating scenario I kept seeing was large institutions ignoring what all preservationists know: that the most attractive buildings, the greenest buildings, the most economical and humane buildings are the old buildings. The fate of Tuscaloosa’s beautiful Bryce Hospital, built in 1861 as Alabama’s State Hospital for the Insane, is a good case in point. Designed by Samuel Sloan and an early example of “moral architecture,” and built to last for centuries, it is slated for demolition, with only part of it to be removed to a site across the street, so that the University of Alabama can use the extensive grounds for new parking and dorms.

It seems that nearly every city has such a story. Milwaukee is trying to save its wondrous Soldiers’ Home. Worcester, MA, lost its grand state hospital to new construction that looks, frankly, like a gulag that it would be about five times more expensive to build new than to restore the existing structure. And the existing structure features treasures that could not be replicated: bronze chandeliers, hand-painted ceilings, and marble rotundas. Some of the materials, like the marble, weren’t even available any more. City Hall is now a restored marvel whose aesthetic idealization of public service teaches me a lot about architectural possibilities.

**A Shining Example**

One of my favorite private tours of a saved public building was the afternoon that Kevin Jew, Chief Operating Officer of Project Restore, showed me Los Angeles City Hall, from top to bottom. An amazing Deco skyscraper, which was used as “the Daily Planet” in the 1950s “Superman” TV show, L.A.’s City Hall was slated for demolition after the Northridge earthquake damaged it extensively in 1989. It was saved only after people like Mr. Jew pointed out that it would be about five times more expensive to build new than to restore the existing structure. And the existing structure features treasures that could not be replicated: bronze chandeliers, hand-painted ceilings, and marble rotundas. Some of the materials, like the marble, weren’t even available any more. City Hall is now a restored marvel whose aesthetic idealization of public service teaches me a lot about architectural possibilities.

Old House Rehabbers Are the Heart and Soul of the Movement

I met couples and individuals who have made, or are making, lovely homes in all kinds of historic structures: bungalows, shotgun houses, and century-old mansions. It seems that nearly every city has such a story. Milwaukee is trying to save its wondrous Soldiers’ Home. Worcester, MA, lost its grand state hospital to new construction that looks, frankly, like a gulag that it would be about five times more expensive to build new than to restore the existing structure. And the existing structure features treasures that could not be replicated: bronze chandeliers, hand-painted ceilings, and marble rotundas. Some of the materials, like the marble, weren’t even available any more. City Hall is now a restored marvel whose aesthetic idealization of public service teaches me a lot about architectural possibilities.
shacks, a decommissioned school house, a former orphanage dormitory, a former corner drug store, a former hotel, a manor house, a Victorian mansion, a plantation house, a pre-revolutionary house, and so on. Old-house rehabbers possess not only a pioneering spirit, but they are also enterprising in the best ways: they think long-term about the big picture & the local landscape & can't stand to see historic buildings go to waste, no matter how modest that building might be. In Hattiesburg, Mississippi, Red Bailey is single-handedly responsible for restoring twenty-four houses and his efforts very likely saved that historic part of town. Of his first house, he says, “I took on that job and many nights at two o’clock in the morning [as I was working on that house] I wondered why . . . .” But he kept going because he was good at the work and the results were encouraging.

Mike Levine, a transplanted New Yorker, started buying historic warehouses in Phoenix and fixing them up because he didn’t want to see them torn down. Jim Warshell and Gail Baugh worked with their San Francisco neighbors & the local drug dealers to reclaim their historic block, starting with the neglected playground across the street from the Victorian they were restoring. Carol Peterson has restored many houses around her since moving to Pittsburgh’s Lawrenceville neighborhood twenty years ago. It was never her plan to save houses but she saw that she could “make something happen that wasn’t going to happen otherwise” and help her historic neighborhood flourish.

**Recruitment**

Second only to securing funding, professional preservationists seem most concerned with recruiting new members (which itself helps funding, obviously). As Josh Rogers of Historic Macon observes: “The National Trust recently did a survey that . . . found that there are only 250,000 members in preservation organizations in the country . . . . [When] you compare that to something like the Nature Conservancy, which has over a million members, it’s hard to imagine that the preservation movement is so far behind the natural conservation movement. But we are.” Everyone in the field seems to agree that it’s not that Americans don’t like preservation. It’s just that they don’t understand yet what preservation has become and what it means on an everyday level. As Paul Muller, executive director of the Cincinnati Preservation Association puts it, “Providing a framework for vital life now is the primary value of preservation.”

**What Now?**

Since Jill and I started work on our Victorian brownstone twelve years ago, we have seen significant change in the world of DIY historic preservation. There are now dozens of blog sites, like our own Houselove.org, that feature advice, insight, and photo albums about restoring old properties. Neighborhood associations seem more active and, as my travels made clear, historic districts and overlays have proliferated. This explains why suppliers of architectural salvage and manufacturers of reproduction architectural hardware have also proliferated in recent years.

What is clear, too, however, is that funding for preservation at every level is harder to come by. Maybe harder than ever. Nobody I talked to feels easy about the state of preservation in America today. At the same time, I met nobody who feels hopeless about it either. With the return of so many homeowners and businesses to the cities, underscored by the increasing demand for walkable, mixed-use neighborhoods that feature repurposed historic buildings, preservation is well positioned to make things happen.

In the next year, my priority will be to interview students of preservation for my documentary project: What do they want? Where do they think we’re going? As someone who has been fascinated by old buildings since he was five-years-old, I’m curious to know how and why these new preservationists got into the field. Their answers might suggest how we could motivate more Americans to save the old buildings that so many people love but, at this point, so many people may not realize they should preserve.
Even in the face of the recent recession, many cities have made investments in their downtown areas as city leaders continue to recognize that downtowns are a vital and important part of any healthy city. Many former industrial cities are seeking to attract new businesses as well as young adults and empty nesters. These two groups have been moving back into cities as they often do not require a large house and yard and are attracted to the social and cultural amenities cities offer. Current urban design efforts focus largely on cultural activities, preservation efforts, and making the city a more pedestrian-friendly and pleasant place in which to live.

There have been numerous efforts to remove urban renewal features from the 1950s and 1960s that divided downtowns, notably highway construction. Post-war city planners believed that bringing highways directly into the city and providing copious parking would draw people to the downtown area. Instead, these features allowed wealthier residents to move to the suburbs and commute to the city, depleting the city’s population and tax base. In turn, highways created more traffic and pollution and often divided established neighborhoods, helping to accelerate the decline of inner-city areas. The numerous parking lots created large gaps in the street wall, leading to visually uninteresting open spaces that did not provide any real contribution to city life. All around the country, cities are now making efforts to remove the scars of urban renewal and stitch their neighborhoods back together. Most notably, Boston has taken down the Central Artery, reconnecting the North End and waterfront areas to the rest of the city, and New York City has rehabilitated the High Line, creating parkland and a new gathering space in the city.

Preservation efforts have become an important part of downtown revitalization projects. Historic buildings provide a unique and varied backdrop for a variety of uses. They give an area character and a true sense of place. Many historic downtown buildings were constructed to provide for a mix of uses, such as retail on the first floor and offices or residences in the stories above. However, with the advent of Euclidean zoning, many of these buildings became vacant because of their non-compliance and were often left to deteriorate. Because of this, many cities and towns are frequently eager to tear down their historic buildings, even though they may be an important part of the city’s center. To help prevent this, preservationists should take an active role in any master planning effort. Master plans (or specific plans) often make recommendations regarding existing buildings, such as which ones need façade work or should be torn down completely. A good master plan for a city or town with a significant number of historic buildings should also include a section on preservation issues, or even an individual preservation plan.
In addition to giving a city setting and context, historic buildings provide a great location for smaller businesses. Historic buildings often have lower rents, as they may not have all the modern conveniences of a new building. They allow smaller or new businesses to gain a foothold in downtowns, keeping locals employed and helping to build the local economy. Their downtown locations are often convenient to new restaurants and cultural events, a key part of attracting younger, educated workers to a city on the rise. These buildings also come with unique incentives that can aid hard-to-fund rehabilitation projects. Historic preservation tax credits both at the federal and state levels have proven to be important for economic development and drive investment in historic downtowns. The federal government offers two tax credit programs, depending on the age and historic status of the building. As of 2012, the federal credits have generated nearly $100 billion in investment across the country. These credits can often be the difference between saving a historic building or demolishing it to build new, and are an important tool in both rural and urban communities. Since many of the materials and labor used in rehabilitation projects are purchased and sourced locally, rehabilitation projects often directly benefit the local economy. Between 2001 and 2011, 257 projects in Massachusetts made use of $360.1 million in federal historic tax credits. These projects are projected to generate 24,801 jobs in the state and $104 million in state and local taxes, evidence of how important the historic tax credits can be at the local level.

There are also a number of areas of master planning, as well as more traditional land-use planning tools, that can aid preservation efforts. Design review processes, affirmative maintenance bylaws, and planned-unit development overlays are all tools that can be used by preservationists to promote the rehabilitation of historic buildings. Issues such as parking, lot size, and setbacks can also affect the ability of a developer to rehabilitate a historic building, and should be a concern of preservationists when a master plan is being developed.

In another effort to bring new life to downtowns, some cities are reworking their zoning codes to permit new uses, especially a mix of uses. Traditional Euclidean zoning is being replaced by form-based codes. Euclidean zoning, named after the 1926 court case Village of Euclid, Ohio v. Ambler Realty Co., which affirmed its legality, is what has long been used in the United States. It separates the sections of a city into individual uses with the goal of clearing cities and especially residential areas of dirty, polluting industrial uses. Today, as many cities no longer have heavy industry in their cores, Euclidean zoning only serves to prevent vibrant, mixed-use spaces. Many cities have separate business and residential zones, and it is often difficult to get a residential project approved in a retail area and vice versa. To rectify this, more cities are now utilizing form-based codes that encourage mixed-use projects. Rather than separating individual uses, form-based codes look to the existing built environment for clues on what new projects should look like. For example, in a traditional downtown area covered by a form-based code, the façade of a new project would have to be even with the existing street wall, would have to meet the cornice line of surrounding buildings, and would be allowed to have office and residential spaces above ground-floor commercial areas or restaurants. Mixed-use areas encourage activity in the city at all hours. Rather than having the city empty when business ends at five, residents would come and go from their downtown residences while visitors shop and dine. This scenario provides eyes on the street, often a deterrent to crime. It makes others feel safer, knowing that fellow shoppers and diners are still about, encouraging more visitors.

Zoning changes that incorporate form-based zoning and mixed uses can help preserve historic downtown buildings while at the same time bring new life to an area. Rewriting a zoning code can be a long and expensive process; to avoid this, a number of cities have chosen to create overlay districts that incorporate form-based and mixed-use principles for areas where they hope to see more development. Lowell, Massachusetts took this path as they developed a new master plan for the Hamilton Canal District, an area just outside of the city’s downtown where the city hoped to see more development.
The new form-based code supports growth in the area while insuring that the historic character of the existing mill buildings is preserved and enhanced. For cities that wish to apply a form-based code to the entire city, the Center for Applied Transect Studies (http://www.transect.org) provides a generic form-based code that can easily be tweaked and tailored to individual cities, saving money and time. The code is based on the idea of transects: areas of growth that vary from natural (very little development, highly rural) to the urban core zone (highly developed and dense inner-city cores). The code covers everything from street layout, to plantings, to building setbacks, and cities can choose how much of the base code they wish to use. In recent years, cities across the country such as Denver, Miami, and Buffalo have replaced their traditional zoning codes with form-based codes as a way to encourage compatible development while preserving their historic buildings.

Another key ingredient to downtown revitalization is the concept of “creative placemaking.” Creative placemaking focuses on the importance of cultural institutions and the role they can play in bringing life back into a neighborhood or city. Events such as art strolls, theater productions, outdoor concerts, and ethnic festivals not only bring neighborhood residents out onto the streets but also attract visitors to the area. These visitors are most likely going to dine at a local restaurant or visit a local shop in addition to seeing the neighborhood at a lively and active time. They are then more likely to come back and visit, spending even more money locally and supporting city life. The city of Worcester, Massachusetts is currently considering a master plan that will cover a 30-acre area around the rehabilitated Hanover Theatre for the Performing Arts, combining the ideas of master planning and creative placemaking. The Hanover brings thousands of people to the city each year, and the city is looking to take advantage of this by developing the area around the theater into an institutional and arts district. The master plan includes many creative placemaking ideas, such as pop-up galleries, food festivals, and other outdoor events that will bring even more visitors to the district, as well as providing entertainment for the thousands of students who attend local colleges.

In cities around the country, efforts to rehabilitate historic downtowns are already paying off. A number of major corporations are recognizing that their employees would rather be close to the amenities of a city than in a suburb and have chosen to relocate their offices. One of the most notable examples is in Detroit, where Quicken Loans is making major investments in the downtown area. Not only has the company moved many of its offices downtown, but it also provides financial incentives for employees who choose to move in from the suburbs. Employees get funds to use towards renting or buying a house in Detroit’s downtown area through the Live Downtown program. In Chicago, an investment group that includes Groupon recently purchased the Wrigley Building with plans to seek city landmark status and to rehabilitate it using historic tax credits. And in Pittsburgh, Google has a new office in a recently rehabilitated 100-year-old Nabisco factory. Throughout the country, other smaller companies are following the lead of these major corporations and choosing to relocate to downtowns rather than suburban office parks. Many of these decisions are based on the efforts described above. Preservationists can play an important role in master planning, creative placemaking, and other strategies that help to revive downtown neighborhoods while preserving their historic buildings.
Beyond the BUILDINGS
– Historic Gardens in Pasadena, CA

By Kevin Johnson, City of Pasadena, CA

Editor's Note: Four years ago, we dedicated an issue of The Alliance Review to the topic of "beyond the building" -- study of cultural landscapes and site features sometimes overlooked in local surveys and designations. Since then, we have periodically featured stories about successful "beyond the building" initiatives from several cities. In this issue, we have a report of a Certified Local Government-funded study of historic gardens from Pasadena, California.

Herbert Coppell Garden Water Feature, 1916, designed by Paul Thiene (house by Bertram Goodhue).
Pasadena’s study of historic designed gardens was conducted primarily as an effort to look beyond buildings to study a historical theme that was important to the development of the City’s form. Like many other cities that have had a historic preservation program in place since the late 1970’s, Pasadena has conducted extensive surveys documenting its historic buildings. These studies have focused on specific geographic areas and particular historic contexts but are, for the most part, focused on buildings. After completing several recent studies of the City’s primary architectural periods, we began to think about other types of resources that are important to the City’s history and it became clear that historic gardens fit that description.

PROJECT COMPONENTS
As required by the Certified Local Government (CLG) grant, the project involved the preparation of a Multiple Property Documentation Form (MPDF), a citywide survey of properties identified as potentially having historic gardens on them, and nomination of ten properties and one historic district for listing in the National Register of Historic Places. The City hired a consultant, Sapphos Environmental, Inc., to prepare the MPDF, and City staff conducted field work and prepared the National Register nominations. The ultimate goals of the project were: to develop historic contexts related to the theme of historic gardens in Pasadena, including identification of significant property types and their character-defining features and National Register registration requirements, as well as significant practitioners; to identify and evaluate extant historic gardens; and to nominate the most important extant examples for listing in the National Register.

RESEARCH
Our project benefited from research that had been done in the past, beginning with the early days of the City’s preservation program when volunteers would gather newspaper articles from the 1880s to the 1930s and file them according to subject, architect or property address. Because of these prior efforts, we started this project with several file folders of background information at our fingertips.

The more recent work of local amateur historians and landscape architects was also invaluable to the success of the project. We benefitted from the work of several individuals, including a landscape architect who created a comprehensive bibliography of the published Southern California works of important landscape architects; a resident of a significant Los Angeles housing development who researched the landscape designers of that property, and a pair of local residents who spent several years researching and compiling documents, photographs and maps of Pasadena’s Busch Gardens. The remarkable work of these individuals, as well as several books and online sources (listed at the conclusion of this article) made it possible to complete this project within the time and budget limitations of the CLG program.

HISTORIC CONTEXTS
The Multiple Property Documentation Form identified four historic contexts:


Like most cities in Southern California, Pasadena’s early history is based on agriculture. The temperate climate, natural beauty and farming opportunities began to attract settlement from the east. Over time, the area began to transition from an agricultural to a residential community. Pasadena attracted a seasonal population as well as wealthy settlers, which resulted in the development of large hotels and estates, many of which had extensive gardens. For the most part, these early hotels and estates no longer exist in their entirety, but remnant landscape features of some of them still exist and are considered significant.

In terms of the estates of wealthy settlers, Busch Gardens stands out as the pinnacle of this property type. Adolphus Busch (1839-1919) and his wife Lily (Anheuser) (1844-1928) purchased a summer house in Pasadena. Soon after purchasing the property in 1903, Busch hired landscape designer Robert Gordon Fraser to begin developing the wild land behind the house as a garden. Busch continued acquiring adjacent vacant land and expanding his gardens until they totaled approximately 30 acres. It was opened to the public in 1909 and was a major Pasadena tourist attraction until closing in 1938.


Residential garden design in Pasadena generally followed trends and changes in architecture. The gardens of the Arts and Crafts period were informal and intended to foster a connection to nature. They typically consisted of a series of outdoor rooms connected by pathways and natural materials such as stones, brick, and tile. Garden structures such as freestanding wood pergolas were common, as were native plantings. Not all buildings from the Arts and Crafts period had Arts and Crafts gardens; some had more formality and would more accurately fall under the category of the Period Revival Estate Garden.

The Period Revival Estate Garden reflects garden designers’ recognition of the similarity of Pasadena’s climate to the
Mediterranean region. Other European precedents, such as English and Italian gardens, are also found in garden designs of this type. Gardens of this period are mostly found in hillside areas and typically include combinations of formal/axial and informal spaces; scenic views; terraces and grade changes; brick, stone or decomposed granite hardscape materials; Classical sculpture; water features; mass or series plantings; and area-defining low-clipped hedges.

California Modern Residential gardens harkened back to some of the ideas of the Arts & Crafts movement including indoor/outdoor connections, simplicity and low maintenance, although these ideas were realized in vastly different ways. These gardens often include geometric shapes that repeat or are interconnected. Similar to the Period Revival Estate gardens, modern gardens are often found in hillside areas and include terraces and scenic views. Other features include hardscapes of brick, concrete or pebble pavement; distinctive, sometimes sculptural plantings; and architectural screens, low walls and planters integrated with the architecture of the house.


Non-residential gardens in Pasadena were largely built in the Period Revival and Mid-Century eras and reflect the design characteristics of those areas. In the Period Revival era, non-residential gardens are largely associated with civic buildings with corporate gardens becoming more common in the Modern era.


Early in City’s history, public parks were developed for both active and passive recreation. In the 1920’s, the city’s first parks were redesigned by Ralph Cornell and Theodore Payne and several new parks were also created. Although all of the City’s parks have experienced some changes, the primary design components remain intact. Typical features include a central circular concrete path with curvilinear extensions to perimeter streets, large areas of lawn in center of path, and mature perimeter trees. Parks that were developed after 1930 fall into the category of recreational facilities because they typically have more space devoted to sports fields, spectator seating and community centers.

SURVEY RESULTS

As mentioned previously, in addition to the MPDF, City staff surveyed properties identified as having historic gardens. Extensive effort was made to gain access to residential gardens and 65 property owners allowed us onto their properties. Another 100 properties were publicly accessible. The study identified five, eligible cultural landscape historic districts (88 total properties) and 26 individual properties eligible for historic designation. Another 100 properties, which were not made accessible to the City for the study, are included in the City’s database and will be evaluated if any development projects are proposed on the property. Two historic districts (Upper and Lower Busch Gardens) and seven individual properties were nominated for listing in the National Register of Historic Places. These nominations are now with the State of California Office of Historic Preservation. Incidentally, Pasadena’s preservation ordinance automatically bestows local designation on properties listed in the National Register and requires regulatory review of alterations and demolition of these resources.

CONCLUSION

Since completion of the study, we have posted all of the related documents on our website, www.cityofpasadena.net/historic (including posting all identified properties in our online historic resources database). We have also made presentations to the California Garden and Landscape History Society and the Pasadena Garden Club, the images from which can be viewed online. In addition, we will be participating in a “beyond the building” discussion at the upcoming California Preservation Foundation Conference in May (http://www.californiapreservation.org/conference.html). Our consultants have reviewed our historic preservation ordinance to identify any amendments that might be necessary to ensure that these resources are adequately protected, and we are exploring the possibility of pursuing some of these amendments. Studies of this kind are never truly finished, but as a result of this study, we now have a strong basis for evaluating these important and ephemeral resources—and, we believe, a good model for other cities to follow in future studies of historic gardens.
Join NAPC-L

**Access to NAPC-L is limited to NAPC members**

NAPC-L is the only national listserv for local preservation commissions. NAPC-L gives you access to local commission members, staff, and others across the United States.

To join NAPC-L, simply send an e-mail to napc@uga.edu, subject line: Join NAPC-L.

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Thank You

RENEWING NAPC MEMBERS: continues on page 22
Using the Past to Build the Future

- Historic Preservation Planning
- Heritage Tourism Planning
- Strategic Planning Services

919.828.1905 • www.hanburypreservation.com
How/when did you enter the field? I entered the field of preservation after teaching sciences for 18 years. A good friend from my photography classes told me about the Master’s Program in Preservation at Texas Tech University. I applied and was accepted. It was an exceptional program that I feel very privileged to have been a part of. I have worked in McKinney for almost 12 years.

Can you give us some background on local preservation activity in McKinney? McKinney’s first historic preservation ordinance was adopted in 1981 and it established our Commercial Historic District. The adoption of the ordinance grew out of McKinney’s first Main Street Program and the completion of a historic resource inventory survey of the commercial historic district. The formation of the residential overlay district was established by
ordinance in 1989 and came about as an outgrowth of the “Commercial Historic District” ordinances. I can’t prove it, but I also suspect that some of the motivation to adopt preservation ordinances for the residential area grew out of a renewed interest in our city’s history and the need to have a tool that would promote the preservation of those residential properties. A group of women established a heritage guild in order to save a grouping of historic homes which included McKinney’s two oldest houses. I liken these ladies to McKinney’s version of Ann Pamela Cunningham. Simply put, the political environment was such that there was political will to make a difference in McKinney’s future by adopting historic preservation ordinances. Our combined commercial and residential historic districts cover over 7/10 of a square mile and include over 1000 buildings that are 50+ years in age. We also have another district that is designated as the Historic Neighborhood Improvement Zone which includes both designated historic districts. This area is approximately 4.8 square miles and includes over 3800 buildings that could qualify for our Historic Neighborhood Tax Exemption Program.

How does your commission fit into the local government structure?
McKinney’s Historic Preservation Office is located within our Planning Department which is part of Development Services Division. We have 7 Board members that are appointed by City Council, and I am the only staff person.

What are the most notable successes/accomplishments of historic preservation in your city?
The success of the preservation program in McKinney is encouraged by the city’s history. McKinney is the county seat for Collin County. As a result there is tremendous history associated with our city. One of our historic homes is where Frank and Jesse James actually slept. The house belonged to the Hills who were cousins. The families had close ties having fought together during the Civil War. The Hill’s grandmother would make the James’ brothers enter through the rear door of the house because, as she said, “they were bad boys.”

Besides a rich history, McKinney’s residents appreciate and promote their historic districts. The town has been recognized as a Preserve America City and as a nationally recognized Main Street City; we have also been awarded a Texas Society of the American Institute of Architects’ Citation of Honor Award and a Merit Award from the International Downtown Association for the preservation of our downtown. We have been selected as the 2nd best city to live in the U.S. by Money Magazine because our preservation efforts.

What are the biggest challenges currently facing the commission and historic preservation in your city?

I believe that the biggest challenge facing preservation in McKinney, as well as the rest of the country, is a developing climate of political cynicism. When you combine political cynicism with a lack of knowledge and understanding concerning the importance of historic preservation and its role in economic development for the city, we end up losing important historic assets because we lose our ability to understand the role preservation has in making our communities a place people want to be. People argue from a point of ignorance thus creating sweeping generalities that become the basis of misinformation.

How is your program equipped to deal with these challenges?
The department makes a conscious effort to keep important research available for our citizens. As an example, the research concerning replacement windows has started to open the eyes among our contractors as well as our citizens. I have a great Board and the majority of building owners in our historic districts understand why we have ordinances to govern the preservation of our historic buildings and support the general well-being of the city.

Have there been recent cutbacks to funding/staffing?
City salaries were frozen for two years. All of us were glad to have a job and not see the level of layoffs that many of you have unfortunately had to deal with. Our travel and training budget was cut, but there are several local opportunities to learn and share information.

What kinds of linkages/partnerships do you have with local preservation organizations?
I work with the McKinney Historic Neighborhood Association which is a group of homeowners mostly from our residential historic district. I also work with the Collin County Historic Coalition, the Collin County Historic Commission, I’m on the board of Chestnut Square Historic Village (Heritage Guild of Collin County) and I maintain close ties with our Main Street Program and the Texas Historic Commission. I am involved with the local chapter of the Texas American Planning Association and we are members of the National Alliance of Preservation Commissions and the National Trust.

Does historic preservation have a high profile and widespread support in your city?
Historic Preservation is very important to our community. Preservation is listed as part of the city’s core business plan and is called out in the comprehensive plan. I give several tours each year to groups that come from out-of-town to visit our Historic District. Almost everyone I talk to has moved to McKinney because of our Historic District. So based on my experience with the public I would say that historic preservation does have a high profile within the community.
Are there innovative or unique features about the historic preservation program in your city—such as incentives, enforcement, regulatory reviews, interiors, technical assistance, grants, web broadcasts of commission meetings, website, etc.?

I don’t know how innovative we have been. We have taken our lead from others who have forged early, successful approaches to preservation. Our ordinance reads like many communities and we do maintain a web site with information about our historic districts and programs we offer: http://www.mckinneytexas.org/Index.aspx?NID=160. The one thing that might be innovative occurred in 2005. We modified our ordinance allowing staff (Preservation Officer) approval for any project which conforms to the Secretary of the Interior’s Standards. If the project doesn’t conform to the Standards, the staff report is forwarded to the Preservation Advisory Board for a determination with appeals going to City Council.

Do you have training programs for commission members?

We do have training sessions for our board members and we encourage our members to participate in seminars that are occasionally available in our area. Last year we had one of our nationally recognized professionals present a workshop on wood window restoration for our board as well as local preservation groups, contractors, and interested individuals.

Who in the city is responsible for enforcement actions?

Code Enforcement is responsible for enforcement. I also have a great working relationship with building inspections and they help out with enforcement as well.

If you were to lead a group on a tour of historic properties in your city, what would you show them?

Combined efforts of building owners, citizens, and city staff have brought about the rehabilitation of the majority of the buildings in and around the Square. As a result the abandoned Collin County Courthouse was rehabilitated into a performing arts and event facility. It is located in the center of the Square and sat vacant from 1979 – 2006. The sidewalks were widened, increasing the pedestrian friendliness of the Square, new infrastructure was installed, and a wayfinding system developed. A major study called the Town Center Study has involved downtown stakeholders in a yearlong process that resulted in a preferred plan that will shape the future of downtown while preserving its history. Out of the plan a form-based code for the redevelopment of the area is about to be adopted. The new code will replace the outdated green-field type development standards that were in place for this area.

Within walking distance is Chestnut Square, home of the Heritage Guild. The two oldest houses in McKinney are located there as is the McKinney Farmer’s Market which was selected as the 3rd best medium-size farmer’s market in the nation. I would also show them our Cotton Mill, Flour Mill, and Cotton Compress historic sites that are in the process of being rehabilitated and looking for tenants. I would suggest that visitors stay at the Grand Hotel which is located inside the rehabilitated Woolworth/Heard Opera House buildings. That way a visitor could spend some time eating in the many excellent restaurants while enjoying sidewalk seating, shopping, and watching the world go by.

What do you like most about your job and about living in your city?

I like the people that I work with. I love it when homeowner comes in to talk about their plans for rehabilitating/restoring a building. I also love the fact that I can walk to work if I chose to do so. And then there is the environment. I travel through our residential historic district and into the commercial historic district. I get to work and grab my coffee thermos and out the back door I go. As soon as I step out I’m greeted with a marvelous view of historic buildings. It is a few steps from the coffee shop which is nestled in the oldest building located on our town square. I have a great opportunity to enjoy the beauty and quietness of the Square as it awakens to a new day. It doesn’t get much better than that.
As Virginia’s State Historic Preservation Office, DHR is dedicated to fostering, encouraging, and supporting the stewardship of Virginia’s significant archaeological, architectural, and cultural resources.

Our historic attractions include Jamestown and Colonial Williamsburg, Fort Monroe, the homes of Founding Fathers, major Civil War battlefields, two National Heritage Areas (The Journey Through Hallowed Ground and the Shenandoah Valley Battlefields district), and hundreds of regional and local heritage sites and museums.

Virginia’s outstanding historic sites and their interpretation form the cornerstone of the state’s $18 billion (in 2010) tourism industry, which supports some 204,000 jobs, according to the Virginia Tourism Corporation.

Today, Virginia has more than 2,800 combined individual sites and districts listed in the National Register of Historic Places, and 122 National Historic Landmarks.

The state’s historic rehabilitation tax credit program has spurred the rehabbing of more than 2,000 historic properties since the program began in 1997.

Through Virginia’s historic preservation easement program, begun in 1966, DHR now holds or co-holds 538 easements, totaling roughly 34,037 acres, preserving hundreds of historic sites and lands in perpetuity while keeping them in private ownership. These easements cover many Civil War battlefields, protecting much of this nation’s “hallowed ground.”

As part of our educational outreach, each October DHR celebrates Virginia Archaeology Month in partnership with libraries, museums, historical societies, and at active archaeological sites.

And today there are 32 Certified Local Governments partnering with DHR in preservation efforts within those jurisdictions and communities.

As preservationists, we hope you will see the many ways DHR is “putting Virginia’s history to work.”
The NAPC was created as a 501(c)(3) non-profit in 1983 to address the need to provide education and leadership for local historic preservation commissions across the United States. Its mission is to build strong local preservation programs through education, advocacy, and training to help commissions accomplish their preservation objectives. As part of its educational activities, NAPC publishes The Alliance Review, a bi-monthly newsletter that contains news and articles that address historic preservation issues in local government.

Graduate students are invited to submit articles from 1500 to 2000 words that address preservation issues in local government. A wide range of topics are possible and can include, but are not limited to, design review, sustainability, preservation commission and staff education, effective communication and collaboration, financial incentives, public participation, processes and procedures, and intragovernmental efficiency. Papers can be based on relevant news items, research, case studies, or theoretical approaches that focus on pragmatic outcomes.

Submissions are considered on a continual basis throughout the year. Accepted submissions will be published in an upcoming issue of The Alliance Review. Authors are not compensated, but receive the benefit of distributing their work to the NAPC’s members.

Email all papers to: napc@uga.edu as MS Word files (or Word-compatible formats, such as RTF) with “TAR graduate student submission” in the message subject.

The format of papers should follow The Chicago Manual of Style with citations as footnotes. Photos are encouraged, but must be greater than 300 d.p.i.

More information? http://napc.uga.edu/ or e-mail napc@uga.edu.
**RENEWING NAPC MEMBERS:**

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**Call for Job Postings**

NAPC is now posting job announcements in the field of historic preservation on our website. If your organization – or one you know of – is interested in posting a job announcement, please send in PDF format or as an online link to: napc@uga.edu.
Louisiana
City Council Approves Historic District Designation for Old Mandeville
February 8, 2013
http://www.nola.com/politics/index.ssf/2013/02/city_council_approves_historic.html
After nearly two hours of discussion and debate at a public meeting, the Mandeville City Council brought years of effort to protect Old Mandeville’s ambience to a successful end by giving the lakefront community a historic district designation. Some opponents have railed against what they say amounts to over-regulation of private property and more government intervention into their lives. But while opponents provided much of the commentary at many of the previous public hearings on the issue, the final meeting was dominated by supporters. The vote passed 5-0 in favor of the ordinance.

North Carolina
Warehouse Historic Status Headed for City Council Decision
February 12, 2013
http://www.thedurhamnews.com/2013/02/12/214647/warehouse-historic-status-headed.html
Durham’s Historic Preservation Commission thinks Liberty Warehouse ought to remain a local historic landmark. Greenfire Development, which owns the warehouse, thinks otherwise. Which side prevails will be up to the City Council. Greenfire applied for and received the designation in 2010. The designation reduced Greenfire’s property tax on the building by 50 percent, but now presents complications for the demolition and renovation plans the company announced in September 2012. The State Historic Preservation Office, Preservation Durham and the City-County Planning Department also say Liberty should remain a local historic landmark.

New Jersey
Paramus Historic Preservation Commission Planning for the Future
February 1, 2013
After decades of no activity, the Paramus Historic Preservation Commission reemerged earlier this year, and has begun preparing for its work in cataloguing and advising on historic sites in the borough. While a borough ordinance calling for the creation of a historic preservation commission was created in 1987, it was never seated and the new members are “working from the ground up” to figure out the proper role. Other towns have well-established preservation commissions that Paramus hopes to tap for advice. While Paramus is often considered a “mall capital” by Bergen County residents, it has its own rich history and the commission will work to bring that to the forefront. The residents care about history, and the commission was seated in part to help give more thought to such applications in the future.

Pennsylvania
Joe Frazier’s Philadelphia Gym in a Fight for its Life
February 2, 2013
Preservation advocates are seeking protective designations for the Joe Frazier’s Gym building in a campaign that is a sign of a larger cultural shift in the historic preservation community. More than a year after Frazier’s 2011 death, preservation advocates are seeking protective designations for the building, which is no longer used as a gym, in a campaign that is a sign of a larger cultural shift in the historic preservation community. At the movement’s heart is a push for inclusiveness, as studies from the National Park Service indicated that the percentage of historic sites that specifically represent women and groups such as African Americans, Native Americans and Asian Pacific Americans ranges from 3 to 8 percent. Preservationists are cautiously optimistic about the campaign for Frazier’s gym. They plan to complete a study on whether it’s possible to turn it back into a gym or some kind of community center.
Funding

Republicans and Democrats are continuing one of their favorite pastimes—blaming one another for the inability to achieve consensus. As has been the case since the bill providing for sequestration passed, they are taking turns assigning responsibility for the across-the-board cuts set to take effect next week if Congress fails to come up with an agreement.

President Obama this week called House Speaker John Boehner (R-OH) and Senate Minority Leader Mitch McConnell (R-KY) to have a conversation on a possible agreement to stave off the cuts. From what has been reported so far, no follow-up meetings were set and no compromises offered or agreed to.

During the back-and-forth that has pervaded Washington over the past five months, Republicans are quick to point out that the Republican-controlled House, in the last Congress, passed two bills to avoid the sequester. Democrats counter that those bills shifted cuts from the Pentagon onto other agencies that are already struggling financially, making the bill impossible to get through the Democrat controlled Senate.

Increasingly, there seem to be members of both parties who are prepared to give up and allow the cuts to go through, believing them necessary to get the country back onto sound fiscal footing. However, there continues to be a strong number of members in both parties who served in the last Congress and voted against the sequester that remain strongly opposed. The prospect of an agreement looks increasingly unlikely.

Federal agencies are beginning to draw up plans for how to deal with the cuts when they hit - most of which seem to be relying on furloughs of government workers to reach an agreement. In the case of the National Park Service, they are prepared for a 5% across-the-board cut. NPS Director Jonathan Jarvis has specifically instructed park units to delay hiring followed by cutting low-priority programs before resorting to furloughs.

While the sequester looms in the distance, Congress still needs to figure out spending levels for the remainder of the 2013 fiscal year. The government is currently funded until March 27 at last year’s spending levels - operating under a Continuing Resolution (CR). Up until now it has been unclear whether Congress would pass a new stand-alone budget, another CR, or deal with the 2013 budget within a new FY 2014 budget.

Giving some possible clarity to the question, Rep. Hal Rogers (R-KY), the Chairman of the House Appropriations Committee, announced this week that he is working on a CR to fund the government through the remainder of 2013. This would mean close to level funding for State and Tribal Historic Preservation Offices and the Advisory Council on Historic Preservation. As with the CR passed last year, Chairman Rogers has indicated he would like to see a minimal number of extraneous budget items, or anomalies. “We won't do many anomalies. I am going to insist that we keep those to a bare minimum,” Rogers stated.

Should the CR pass, members will instead gear up for a fight over the 2014 budget. President Obama’s proposed budget is expected to be submitted to Congress sometime in March - about one month later than the typical February deadline.

National Heritage Areas

This month Representatives Charlie Dent (R-PA) and Paul Tonko (D-NY), co-chairs of the National Heritage Areas Caucus, introduced H.R. 445, The National Heritage Area Act. The language, which is identical to the legislation they proposed in 2012, is aimed at reforming and strengthening the existing program by providing clear program objectives and metrics.

Currently, the nation’s heritage areas need to be individually authorized. This bill would create a consistent set of criteria for the existing areas and any that Congress names in the future. The bill would also require an expanded feasibility study that requires a local coordinating organization and local support for a heritage area prior to designation.

The bill currently has 12 co-sponsors and bipartisan support. Unfortunately, even though the National Park Service readily praises National Heritage Areas as a model for public/private partnerships, support from the Administration, particularly from the Office of Management and Budget, has been less than enthusiastic. For the past two years the Administration has proposed a 50% reduction in funding for National Heritage Areas citing the lack of the very program language proposed by H.R. 445.

Legislation has also been introduced that would designate two additional National Heritage Areas - one in Pennsylvania called the Susquehanna Gateway,
introduced by Senator Robert Casey (D-PA), and the other in the Sacramento-San Joaquin Delta, introduced by Sen. Dianne Feinstein (D-CA).

**Hurricane Sandy Bill**
On January 4th of this year, by a vote of 354-67, the House of Representatives passed an initial $9.7 billion spending bill for Hurricane Sandy relief. The Senate cleared the bill by unanimous consent later that day and it was subsequently signed by President Obama. Subsequently, on January 15th, the House passed a bill providing for more than $50 billion in disaster relief funding for communities devastated by Hurricane Sandy. Thanks to the work of Preservation Action and its partners, the final package included $50 million in additional funding appropriated from the Historic Preservation Fund. These funds will be distributed through State and Tribal Historic Preservation Offices in the form of grants for the vital restoration and rehabilitation of historic properties and resources.

The bulk of the funding measure, introduced by Rep. Rodney Frelinghuysen (R-NJ) included the same funding measures originally passed in the Senate at the end of December.

A last-minute amendment offered by Rep. Benishek (R-MI) almost threw a major wrinkle in the HPF funding by necessitating a matching component to the grant funds - similar to what is already in place for State Historic Preservation Office allocations from the HPF. Fortunately, preservation advocates were able to make the case to enough legislators that this requirement, not in place with the similar funding available following Hurricane Katrina, was inconsistent as well as a burden upon communities already struggling to recover. In a rare nail-biting recorded vote the amendment failed by only four votes.

**Tax Credit**
Interior Secretary Ken Salazar held a stakeholder meeting in Detroit earlier this month regarding the Historic Tax Credit (HTC). After the meeting, we learned that the Secretary has called on Director of the National Parks Service, Jonathan Jarvis, and Associate Director of Cultural Resources, Dr. Stephanie Toothman, to review the program with an end goal of strengthening partnerships with local communities and SHPO’s.

“Preserving and restoring historic buildings has the potential to breathe life into local communities and their economies,” the Secretary stated. Added Director Jarvis, “As we approach the 50th anniversary of the National Historic Preservation Act, this program review will help ensure that we are being effective in promoting the program’s opportunities and working directly with stakeholders.”

The back story behind this review has to do with the decision of Quicken Loans to purchase several buildings in the city of Detroit and to utilize the Historic Tax Credit as a part of their redevelopment. Citing ambiguity in the interpretation of the program, or bureaucratic interpretation of the rules, some developers have long complained that certain design decisions have made the credit too difficult to use.

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May 1, Little Rock, AR
May 16, Cookeville, TN
June 7, Park City, UT
June 11, Foley, AL
June 15, Omaha, NE
June 28, Evanston, IL

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