Local Commissions Explore New Ways to Preserve

APPLICATION FOR PERMIT

AND

Detailed Statement of Specifications

FOR

REPAIRS OF BUILDING.

Submitted March 19, 1886.

LOCATION.

East side Second Street
Lot 7 Block 18 of
Longview Town

Owner A. F. Rice
Architect
Builder

The within Application was granted by
issuance of Permit No. 29
June 30, 1886

The within application rejected.
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The National Alliance of Preservation Commissions (NAPC) is governed by a board of directors composed of current and former members and staff of local preservation commissions and Main Street organizations, state historic preservation office staff, and other preservation and planning professionals, with the Chair, Chair-Elect, Secretary, Treasurer, and Chairs of the board committees serving as the Board’s Executive Committee.

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All current NAPC members who serve as city staff to preservation commissions are encouraged to distribute articles in The Alliance Review to commission members and other staff and elected officials within your member organization.

NAPC can provide additional digital copies of The Alliance Review to members of your commission. Simply email us at director@napcommissions.org with your commission member’s name and email address.

NAPC NEEDS YOU!

NAPC is seeking volunteers to help advance its mission of providing education and technical assistance to local preservationists, particularly those involved in the work of local preservation commissions. Volunteers may serve on a variety of committees and in other capacities that take advantage of their individual skills and experiences. Editorial and production work on The Alliance Review, membership recruitment and retention, resources development, education programs and technical assistance are just a few of the possibilities. Join us today to make a difference in the future of preservation by contacting NAPC at 757-802-4141 or director@napcommissions.org.
The nominations the National Alliance of Preservation Commissions receives for its biennial Commission Excellence Awards are a treasure trove of innovative projects, great ideas, creative ways to address the issues and challenges that commissions around the country confront every day. Whether or not NAPC is able to recognize all of these efforts with its limited number of awards, the nominations are a wonderful way for us to learn how commissions in communities large and small are successfully working to identify and protect historic resources and to educate residents and visitors. In this issue we’re pleased to offer insights into creative commission efforts, many of which we learned about through the awards program and many of which highlight creative approaches to using current technology.

In Waverly, Iowa, the local preservation commission was able to turn the devastation of catastrophic flooding into a golden opportunity to designate its first (and second and…fourth) national historic districts. In Lombard, Illinois, the local commission ventured into new technology territory by working with the local government to create QR codes connected to a rich variety of historical information for signage on the Illinois Prairie Path. In Stillwater, Minnesota, the commission was able to create not only web-based information resources, but DIY tours through the town’s website. And the Midwest isn’t the only place to find new and creative ways to bring attention to historic resources…

You may be surprised to learn that Spokane, Washington, is the home of a wealth of mid-century modern buildings designed by an array of famous architects. As part of an extensive survey project, the Spokane commission undertook a major public education effort using all of today’s available social media and communication tools. The Muncie (Indiana) Historic Preservation and Rehabilitation Commission’s citywide digital surveying effort provided tremendous data to the city, but it didn’t follow traditional survey criteria, and neither did digital survey efforts in Austin, Texas. Learn also how a new tool developed in partnership with NAPC and the National Park Service bridges the gap between traditional methods and rapid digital surveys.

One more popular new tool on the technology front is Story Maps. In this issue, we learn the basics of building Story Maps as well as learning from the experiences of several communities who have used them. Finally, you won’t want to miss the National Trust’s Past Forward conference in Denver this fall. Take a look at the overview of all the great things that will be happening there!
Seizing the Positive: How Waverly, Iowa Turned Disaster into Opportunity

By Karen Shostrom Lehmann

Establishing at least one nationally recognized historic district seemed an unattainable goal for the Waverly Historic Preservation Commission (WHPC) in the years after its 1996 acceptance into Iowa’s Certified Local Government Program. A natural disaster in 2008, however, created the “perfect storm” for this town of 10,000 residents to launch what culminated in not just one, but four, districts.

A 500-year flood and the resulting FEMA intervention not only jumpstarted the Waverly Commissioners’ desire to gain national historic districts but led to additional unexpected benefits. These included expanding community pride in local preservation efforts, launching a salvage operation, initiating multiple community celebrations, helping the Commission to become more politically integrated into city governance, and improving signage in historic areas. Ten years later, it even resulted in a 2018 national preservation award.

Waverly Commissioners have always been interested in documenting “what we have” to engage in preservation planning from an informed base. Several failed attempts to secure grants for a survey of historic properties put that goal at a standstill. Iowa’s 2008 flood, which was the worst flooding event in the town’s recorded history, allowed Waverly to receive flood mitigation funds due to the loss of historic properties. The count: 722 flood-affected properties were evaluated for National Register eligibility as required by FEMA, and from this evaluation process, 108 properties were determined eligible for listing. Eventually, 58 structures were demolished as a form of hazard mitigation. The flood’s impact on the historic fabric of the town did not receive the amount of
City officials asked the WHPC for suggestions on how to use the anticipated funds. In 2009, FEMA executed a Memorandum of Agreement (MOA) among FEMA, the Iowa State Historic Preservation Office (SHPO), Iowa Homeland Security and Emergency Management Division (IHSEMD), the City of Waverly, WHPC, and Preservation Iowa (PI) to resolve adverse effects to historic properties resulting from FEMA-funded demolition of Waverly structures. In a nutshell: this allowed the city to pay two different consultants to survey three parts of town and submit paperwork to Iowa’s SHPO and the National Park Service (NPS) to establish districts in the Southeast, Northwest, and Downtown.

During this lengthy process, the WHPC was proud to spearhead the largest salvage of historic properties that had ever been attempted in Iowa. In partnership with Preservation Iowa, 23 homes were identified as having the best potential for reusable salvaged materials. PI was awarded the assistance of a ten-member Americorps National Civilian Conservation Corps team who did the actual salvage, under the supervision of PI and WHPC members. The Americorps workers were fed and housed at a local church and logged 1,809 human hours on the project. The WHPC then hosted four public sale days for salvaged materials, which included 1,333 floorboards,
135 doors, 123 light fixtures, 80 windows, and cabinetry for several full kitchens. Revenue from the sales was used to reimburse local facility expenses, rent a material warehouse, cover liability insurance, and to support Preservation Iowa’s future recovery efforts. Due to buyout regulations, the City of Waverly could not keep any of the $19,000 grossed by the public sales, but PI donated $1000 to WHPC to help fund district signage.

For almost a decade, the WHPC assisted with the MOA process and resulting requirements: accepting bids from survey consultants, completing required paperwork, hearing updates on the ongoing survey process, proofreading applications, hosting required public meetings, applying for extensions, naming each district with appropriate historic monikers, and planning activities and publicity to celebrate the completion of each district application and its official acceptance by the NPS. One pleasant surprise was that in addition to the three original federally-funded districts, Waverly was invited to apply for a fourth district using state historic hazard mitigation funds. That extended the time required to complete national district applications by several years, but also added a Southwest district. This area includes one of Waverly’s oldest remaining homes, the Ira Sturdevant House.

The WHPC has hosted a public celebration for each of the “official” historic districts. Since the commission’s streamlined budget is not conducive to party expenses, planning required locating sponsors, soliciting speakers (the mayor, commissioners, local dignitaries), providing refreshments, organizing district tours, submitting newspaper/radio/online publicity, and encouraging the public and press to attend. Each celebratory program was held at a local mainstay in that district (such as an art deco business, a historic church, and a century-old lumberyard), and was supported by business and individual sponsors located in that quadrant. Waverly’s four designated historic districts are the Old Fourth Ward SE Historic District (2013), Harmon & LeValley NW Historic District (2014), Waverly East Bremer Avenue Commercial Historic District (2014), and Sturdevant SW Historic District (2016).

Walking tour brochures have been created to highlight significant architecture in the three residential districts. They are available to print from the Commission’s website or can be picked up at the Chamber of Commerce and Waverly Public Library. Commissioner Mary Meyer researched
and designed the brochures, which contain historic introductions to each selected property. Event attendees were encouraged to participate in walking tours, and houses were marked with balloons and signs. Each celebration also included a public program, with invitations mailed to owners of contributing and individually-eligible historic homes in the featured district.

In conjunction with these events, the WHPC has worked to develop partnerships and to update and improve the advocacy and information on its portion of the City’s website. The Commission’s webpages include links to all site forms, the approved applications, and information about each historic district. They also include walking tour brochures, photographs, plus resources and links with related content. The Waverly Public Library has partnered with the Commission to maintain an extensive local history collection which includes print versions of each of these items and information about historic neighborhoods, homes, and businesses. The WHPC also collaborates with the Waverly Chamber of Commerce and City officials, especially in discussion on how best to capitalize on preservation initiatives for economic impact and cultural tourism.

Creating signage to identify Waverly’s historic areas gradually became a priority. As each district was officially accepted, commissioners designated a portion of their annual budget to purchase two distinct types of signs from Iowa Prison Industries. Brown rectangular signs with a historic house

Displays such as this one, at the Waverly Public Library, commemorate May as Preservation Month. Walking tour brochures, in the acrylic holder, are available for the three residential historic districts, and the notebooks house the site forms for all historic properties surveyed after the 2008 flood. Brochures created by Mary Meyer.
The lower portion of this crane view of 2008 Waverly shows the flooded downtown that became the Commercial Historic District (2014). The SW (2016) district is to the left, across the almost submerged bridge. The overwhelmed dam is to the right of the bridge, under the swirling water, and next to it the pointed roof and square building is the Waverly Hydroelectric Powerhouse (2013). Across the bridge to the right is the spire of St. Paul’s Lutheran Church, part of the NW (2014) historic district.

graphic (modeled on NPS signage) include the name of that appropriate district. The second type are long, narrow, bright blue “street corner” topper signs that say HISTORIC DISTRICT. The brown signs are placed on every road that leads into a district so that incoming traffic will be notified that they are entering a national historic district. The blue signs are attached to every street corner sign within each district. Signage permission has yet to be negotiated for the Commercial Historic District, which is bisected by a state highway, but the other three districts are bountifully labelled. The signs have proven to be attractive and noticeable, and they generate positive public comments.

Another way that the WHPC has addressed signage is by adding bronze plaques at notable historic locations. These are engraved metal signs with etched photographs and information, which are attached to an important structure or, in one case, to a giant river rock next to Waverly’s main bridge. Examples include the Bremer Avenue bridge (which once boasted an arch across its center touting Waverly as the “Dairy Spot of Iowa”), the Waverly Hydroelectric Powerhouse, “Old Main” on the Wartburg College campus (NR 1978), and the Farmer’s Exchange Building in a local park. Many sites are chosen based on their eligibility for the Waverly Historic Register and others are part of a developing project on “Forgotten Significant Waverly Places.”

The Waverly Historic Register recognizes properties or sites in the community that are significant to Waverly’s past in terms of distinctive history,
people, events, or architecture. A list of award winners is on the Commission’s website, as are the winners of the Historic Preservation Award, another way to recognize local properties whose owners show a long-standing commitment to preservation efforts. The public is invited to nominate private or commercial properties that demonstrate building improvements or renovations that are sensitive to the original character and structure of a property more than 50 years old. So far, 19 properties have received the Historic Preservation Award, and oversize posters for each award year are designed for public display at special times such as May’s Preservation Month.

A by-product of creating districts was the discovery that some structures, such as the Waverly Hydroelectric Powerhouse and an historic truss bridge known as the “Green Bridge” were also eligible for individual nomination to the National Register. The Powerhouse is the only municipally owned hydroelectric powerhouse still operating in Iowa and it was listed in the National Register in 2013. The Third Street SE (Green) Bridge was added in 2018. Commissioners would also like to complete the symmetry of nominating the final segment of the city around the downtown, the Northeast quadrant, as another historic district.

Posters highlight properties selected for the Waverly Historic Preservation Award. They are used in public displays at places such as the public library or an annual local festival. Posters created at The Printery, Waverly, Iowa.
Now that city officials understand the process and the expense associated with hiring a consultant to accomplish this, plans are underway to begin preliminary examination of district boundaries in that area. The next step will be to figure out how to pay for the completion of such a project without the bounty of FEMA funding.

One of the Commission’s ongoing goals is public education, so it has been gratifying for commissioners to be asked not only to speak to local service groups, but to present at workshops like the Preserve Iowa Summit. For example, at the 2014 Summit, Karen Lehmann described the process of using FEMA reimbursement to fund historic district surveys and nominations; in 2019, Don Meyer joined a panel on “ABCs of Section 106 for CLGs.” The WHPC hosted its first official public forum as part of May 2019’s Preservation Month, with architect Andrew Bell explaining how to use historic tax credits to finance rehabilitation of historic buildings and residences. Additional Waverly forums are being planned.

Bell’s forum was held in conjunction with yet another celebration. The WHPC was honored in July 2018 with an Excellence Award by the National Alliance of Preservation Commissions at their FORUM in Des Moines. The Excellence Award highlights outstanding local commission efforts and achievements, and it placed Waverly, by far the smallest town winning the award that year, on a national stage. Subsequently, the WHPC identified all former commissioners, as well as city and...
This montage was used in a presentation to show the many facets of the salvage operation completed in 2010 by AmeriCorps workers, Preservation Iowa, and local commissioners.

council liaisons, and decided to host an open house to thank everyone who has made historic preservation a local priority. That idea morphed into a larger public party during May’s Preservation Month, open to everyone, but with invitations delivered to owners of historic homes or businesses. It was sponsored by First National Bank, held at the Waverly Public Library, and kicked off with displays, refreshments, and included invited guest Paula Mohr, from Iowa’s SHPO. Waverly’s mayor, as is tradition, issued a proclamation celebrating May as Preservation Month.

Commissioners also used this event to launch the sale of 1868 poster maps featuring a Bird’s Eye View of Waverly. The original, one of only two known to exist, was discovered at the local law firm of Engelbrecht and Buchholtz who gave permission for it to be reproduced as a preservation fundraiser. The poster map can be glimpsed behind the invitation to the open house and, for anyone who is interested, order information is on the WHPC website. Although the disastrous circumstances that led to the WHPC’s Renaissance are not to be wished on any city, what can be learned from Waverly’s experiences is the importance of seizing whatever positive opportunities are available. The Commission’s relationship with city officials and council members was not fully developed for the first years the WHPC existed. It became stronger with the collaborative MOA process and the realization that it is critical to loudly and proudly share accomplishments and preservation milestones.
A bronze plaque commemorates Waverly’s former reputation as the “Dairy Spot of Iowa” near the Bremer Avenue Bridge that crosses into the Commercial Historic District.

Regular updates to the City Council should be scheduled, and then reported on by the media and televised on the local cable channel. Relationships can be built with people at organizations like SHPO or Preservation Iowa, or with other local stakeholders like the Chamber of Commerce or public library; these can yield surprising rewards. Attractive signage encourages pride in historic places and spaces. Public education about preservation must be ongoing. Open houses and special events will engage citizens and build a community that appreciates historic preservation.

Waverly’s HPC has learned that helping people to become informed about historic preservation yields the best payoff if done proactively, rather than reactively. The town is rightly proud to have four national historic districts and a vibrant commission, and that pride continues to focus attention on projects and programs in its historic neighborhoods. And, of course, undergirding every educational and advocacy opportunity should be a chance to celebrate. As Waverly’s citizens know, there is nothing like a good party to bring people together for a common cause.
When Commissioner Jack Jones was growing up in Lombard, Illinois, he used to hop on the Chicago, Aurora & Elgin electric train and ride from Brewster Avenue to Westmore Road for a nickel. With a little prompting, he can tell you the trick he and his friends used to ride the train from one end of town to the other without having to pay the fare. The story Jack told his fellow Lombard Historic Preservation Commissioners became the impetus for an award winning history project that would take four years to complete.

Throughout the 21st century, the tiny ribbon of land traveled by the Chicago, Aurora & Elgin electric train influenced life in the Village of Lombard, 20 miles due west of Chicago. In the early 1900s, the land gave Lombard residents access to the premier commuter electric train service in the country. In the last 35 years of the same century, the land that held the Chicago, Aurora & Elgin tracks became the nation’s first “rail to trail” conversion and was transformed into the Illinois Prairie Path. The goal of the Commission was to create a public education opportunity that would highlight the unique history of Lombard’s section of the route for residents, as well as for users of the Illinois Prairie Path. The Commission made the decision to research, design and install a series of four signs along the 1.5 miles of old CA&E right of way within the village limits. Each sign marks the location of a station stop in Lombard.

The initial idea for the project seemed simple - provide information along a recreational section of trail to highlight its railroad history and importance to Lombard. Several challenges quickly became evident. The sheer volume of information was overwhelming. In addition to the railroad history and its impact on Lombard, the Illinois Prairie Path has its own 50 year history that could be explored and
included. With space at a premium, fitting all that information would be difficult. We also wanted to include photographs to make the signs site specific and add visual interest. Finally, perhaps the most challenging issue is the speed of the target audience. While many users of the Prairie Path enjoy the trail for relaxation and leisurely exercise, many travelers are moving at higher speeds either on foot or by bike. It quickly became apparent that we needed to think outside the comfortable box of a square static sign. After months of discussion, a different type of square was proposed as a solution - a QR code. A QR, short for Quick Response, is a type of bar code consisting of black squares arranged in a grid on a white background. Barcodes communicate with scanners whether at the grocery story or on our smartphone to relay information to a viewer. In practice, a QR code can point to a website or an application. Users with a smartphone can use the phone’s camera and a QR reader application to scan the QR code. The QR code links the mobile device to content on the web and displays it on the device. QR codes can also activate a number of cell phone functions including emails, texting or instant messaging. QR readers are available for any smartphone, either as a built in application or as a free download.

The process was a natural fit for the project. The signs could concentrate on the station locations and existence of the rail line. The QR code would link the viewer to more detailed information on the railroad, the railroad’s interplay with the development of the village and the existence of other signs along the path.

The Village of Lombard website includes a page for the Historic Preservation Commission. Already having a web page available made it easy to find a repository for the additional sign information. Website support staff for the village generated the QR code using free software. Having the QR interpretive information stored on a website, instead of the sign, allows the Commission to update or change the information at any time. Anytime the QR code on the sign is scanned, the user is linked to the data currently loaded on the web page.
The signs were finalized, created and carefully placed. One sign is placed so a historic home visible in the station photograph can be viewed as it exists unchanged today. The web content was drafted, polished and posted. An unveiling ceremony was held, newspaper coverage followed, and then, 13 months later, the village redesigned their website. It took the Commission about 3 weeks to learn that the QR code posted on all four signs now yielded the message “We’re sorry, but that page doesn’t exist. Here’s a nice flower to look at.” A nice flower photo was included, but it didn’t help. What had happened?

Essentially, the QR code holds a web address as text. It’s the high tech version of an index card with an address on it. To the user, the new Village website was accessed with the same address, so it looked like nothing had changed. However, software changes made in the website updates had assigned new addresses to all the individual pages on the site. Our QR code now pointed to an address that no longer existed.

The Commission is fortunate to have a close working relationship with village staff. While the Commission worked for four years on research, obtaining photo rights, and site selection, Village of Lombard staff worked to secure property access, county approvals and prepare sites to help the Commission achieve its goal. Village staff responded quickly with several solutions to get the QR codes on the signs pointing in the right direction. Reprinting the signs wasn’t in the Commission budget. Paying for software changes to the new website wasn’t in the village budget. The final solution was a waterproof sticker with a new QR code that points to the updated webpage. Within a week the stickers were printed, working and installed on signs.

The Village of Lombard established the Historical Preservation Commission as an arm of the village government in 1969 with an ordinance that outlines the Commission’s financial and preservation responsibilities. The Commission is comprised of 11 volunteer members who are appointed by
the Village Board. The Commission is tasked with managing the village’s interest in public and private historic sites throughout the community, managing the village’s local landmark process and overseeing financial management of the Lombard Historical Society. The Commission is also able to pursue projects of its own. This project depended on expertise from a range of village departments, the Lombard Historical Society, the Illinois Prairie Path Board and other individuals who shared their time and talents.

The installation of the signs in the spring of 2017 earned Lombard an Illinois Commission Excellence Award. Prior to the installation of Lombard’s signs, mile markers and maps were the only signage along the Illinois Prairie Path. Members of the Illinois Prairie Path Board are currently reviewing elements of the signs for the development of four historically significant sites along the 61-mile Illinois Prairie Path. On the Illinois Prairie Path most users travel with a smart phone. It seemed like the perfect spot to reach the audience using the technology they carry with them. A quick snapshot of a sign with a phone camera allows the visitor to review the sign later. For the leisurely walker with a phone, accessing the QR code gives access to additional in-depth information right where they are, as well as the idea to look for additional signs along the path.

Having the signs located on the Illinois Prairie Path engages Lombard residents and visitors with stories of a collective history. The Prairie Path is used by hundreds of individuals every day who don’t live in Lombard. If they are using the Prairie Path, the history
of the CA&E is part of their personal history now, regardless of where they live.

The Illinois Railway Museum likens the development of yesterday’s railroads to the introduction of the personal computer. Today, most Americans walk around with a personal computer in their pocket wherever they are. The pace of change brought about by the train and its impact on the daily routines of life advanced at a breakneck speed, transforming open prairie and independent farming communities into suburban landscapes. The history of the rail line gives residents and visitors a glimpse into the importance of connecting people, homes and businesses through innovation, determination and hard work. The four signs at the Chicago, Aurora & Elgin station stops in Lombard tell that story.

If you’d like to learn more about the “mile a minute” Chicago, Aurora & Elgin trains that brought electricity to Lombard, were capable of carrying more than 100,000 people in a day, could run on the elevated train tracks in the city of Chicago, operated a cannonball route and abruptly ended all service in the middle of a July day in 1953, use your phone to scan this QR code and enjoy.
Stillwater, Minnesota (pop. 19,915) is located 20 miles east of St. Paul, though its close proximity to the metro area was not always known as one of its primary attributes. The region’s 19th century lumbering activities along the St. Croix River, part of the St. Croix National Scenic Riverway between Minnesota and Wisconsin, has always been what brought people to the area.

Stillwater is known as the birthplace of Minnesota because, in 1848, the first territorial convention that began the process of establishing Minnesota as a state was held in what is present-day downtown. Shortly thereafter the town site was platted in a traditional grid pattern, predominantly nestled in a geological bowl-like area, with some city blocks extending through ravines and to the top of the bluff sides. During the logging era, Stillwater’s main street had built its back to the riverfront’s industrial nature, with the residential areas sneaking up the hillsides. Along with the construction of the large homes of lumber barons, smaller homes for the community’s working class extended far beyond the blufftop. The loss of the lumber industry, followed by several periods of economic decline throughout the 20th century, resulted in a community that could not afford to tear down when everyone else was. As a result, Stillwater contains an approximately three square mile area of relatively intact, turn of the 19th century wood-framed structures.

Stillwater’s Heritage Preservation Commission (HPC) was established in 1973, the second in the state after Minneapolis, and the City of Stillwater [City] became a Certified Local Government (CLG) in 1988. Throughout the 1970s and 80s, the HPC worked alongside Rivertown Restoration, a citizen-led, preservation-based local nonprofit to list nearly one dozen individual sites and structures on the National Register of Historic Places. Since the 1989 National Register listing of the Stillwater Bridge, a Waddel and Harrington vertical-lift bridge connecting Stillwater with Wisconsin’s St. Joseph Township, and the downtown Stillwater Commercial Historic District in 1992, Stillwater transitioned into a regional tourist destination. It
was during this time that Stillwater’s preservation efforts shifted towards preservation planning and education.

Through the mid-1990s and early 2000s, the HPC utilized numerous CLG grants to support preservation planning projects to gain a better understanding of its historic resources, with a significant focus on its numerous pre-World War II residential neighborhoods. Work included the development of historic context studies and the identification of historic preservation planning areas, cultural resource inventories, and reconnaissance level surveys for 10 of 16 different neighborhood areas mostly platted prior to 1900. This work largely focused on increasing the knowledge base of the HPC and City staff regarding the large concentration of residential housing stock in the city’s oldest neighborhoods but also resulted in recommendations for numerous sites and districts to be considered for local or national designation.

While Stillwater has been fortunate to be granted funding from the State Historic Preservation Office for some of these projects, the City’s annual budget for preservation-related programs and activities is often only $5,000.

Stillwater has seen its share of economic decline, but it has also experienced significant economic booms. It has been during those times that Stillwater’s thriving nature placed its historic resources at greatest risk. With no protected residential historic districts, the City incurs an increase in demolition requests of its pre-1946 housing stock. These demolitions create gaps in the residential streetscapes and neighborhoods, threatening to reduce the overall historic character. A little over 10 years ago, the HPC recognized the need to better educate the public and reach out to the community about the importance of preservation and the community’s historic buildings that contribute to the overall quaint community character. To that end, the City and HPC utilized CLG grants...
to complete two significant public education and outreach projects that encourage the conservation of the city’s cultural resources and serve to entertain as well as to educate residents and others about the history and significance of those resources.

**Heirloom Homes and Landmark Sites Program**

The first project occurred in 2008-2011, when the City and HPC conducted three phases of the Heirloom Homes and Landmark Sites Program (HHLSP). A recognition program designed to honor property owners who maintain the historic character of their building or site, the program goals are to:

- Acknowledge property owners who have voluntarily preserved or restored their historic home, building, or site;
- Showcase historic homes on Stillwater’s HHLSP website;
- Educate the general public about historic properties in Stillwater;
- Provide technical assistance that shows home owners how to maintain and update the historic character of their homes; and
- Preserve Stillwater’s historic neighborhoods to ensure that the community maintains its identity and appeal as a historic river city and tourist destination.

The HHLSP website provides information about the history of Stillwater’s pre-World War II neighborhoods, and brief histories, descriptions, and photographs of houses and landmarks. Search features allow website visitors to query homes and landmarks by neighborhood, street, address, date of construction, historic name, architectural style, architect, or builder. Mapping features also allow visitors to develop personalized tours of various properties. In addition, the website includes information on how to preserve historic houses as well as preservation success stories that describe the rewards and challenges of historic house restoration. Though the data developed for the HHLSP program was grant funded, a portion of the website was developed in-house.

More than 150 homes are featured on the website which has attracted tens of thousands of visitors from across the United States and 65 countries. The website is an excellent tool for educating existing and future residents, including potential applicants through the program application brochure, tourists, and others about the history and significance of some of Stillwater’s historic buildings. In addition, the website serves as an attractive and positive public relations tool for both the HPC and the City.
Self-Guided Audio-Visual Walking Tours

The second public education and outreach effort occurred in 2012-2013 and in 2013-2014, when the HPC produced self-guided audio-visual walking tours. The first focused on prominent historic commercial structures in and near the National Register-listed Stillwater Commercial Historic District. In the first 90 days of use 3,519 viewers watched the videos, mostly from within the United States, but also from Canada, Mexico, South America, Scandinavia, and Germany. The tour of commercial properties consists of 14 short videos that include historical information, interesting stories, and photos of properties. The videos can be downloaded from the City’s website to mobile devices for self-guided tour use or viewed on the City’s YouTube Channel while standing directly in front of the site. The residential tour focuses on a prominent hillside to the southwest of downtown, starting where the commercial tour ends at the Washington County Historic Courthouse. Featuring 18 National Register and HHLSP structures in two different tour loops, this series also aims to acknowledge different architectural styles and features in the neighborhood.

Since 2013 the local cable television channel, Valley Access, began regular airing of the tour video series. Additionally, accompanying walking tour brochures have also been developed for the different tour routes. Reprinting costs, however, had a significant impact on the HPC’s modest budget. A number of years ago the HPC partnered with the local Convention and Visitors Bureau to publish abbreviated maps in the annual visitor’s guide. Publications include QR codes that direct users to the full tour loops online, reducing the need for continued printing of the full paper brochure.

Minnesota Reflections

These two programs gave the Stillwater HPC, its staff and the City a better understanding that the public desires to access historic property information online. So, in 2016 the Stillwater HPC, with assistance from the Minnesota Digital Library,
Historic Downtown Stillwater

1. Lowell Park
   Crescent Street
   Designed by the city beautification movement, and supported by a donation from businessman Elmer Lowell, the city worked to improve its streetscape. The park was designed by landscape architect William Holston Race to enhance the visual appeal of the area.

2. Left Bridge
   Arrowhead Bridge
   Built in 1876 on the north side of Crescent Street, the bridge crosses the Mississippi River. It is the oldest surviving bridge in the city. The bridge was designed by civil engineer William Holston Race.

3. Freight House
   National Guard Armory
   The National Guard Armory was built in 1910 and has been a significant landmark for the city.

4. Commander Hill
   9th Street Bridge
   The Commander Bridge is one of the most visible landmarks in Stillwater. It was built in 1909 and is a National Historic Landmark.

5. Joseph Wolfs Brewery
   200 Main Street
   Built in 1880, the brewery was one of the first in the city.

6. Washington County Courthouse (now the Post Office)
   105 Pine Street
   The courthouse was built in 1913 and is a significant landmark in the city.

7. Post Office
   220 Myrtle Street
   The post office was built in 1913.

Downtown Stillwater Walking Tour map

Downtown Stillwater Walking Tour

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obtained funding from the Bill and Melinda Gates Foundation to scan nearly 3,000 historic building permits issued between 1886 and 1944. Accessible through the Stillwater Library’s Minnesota Reflections page, the permits shed light on early development history of Stillwater’s oldest structures. Often in combination with digitized Sanborn Fire Insurance Maps, city staff and property owners use these to guide structural modification decisions, such as whether or not to recreate a now-missing front porch, or to better understand the historic use and nature of additions and alterations.

While all public education activities have been placed on the City’s website, the HPC’s education and outreach efforts are far from over. In 2018 the HPC updated the Historic Resources chapter of the City’s Comprehensive Plan (Comp Plan), the City’s guiding document for community development and growth. The draft 2040 Comp Plan outlines a specific objective to “promote educational outreach and engagement opportunities related to historic preservation, including the cultural values and economic benefits of historic preservation.” The Plan specifically states the HPC will:

- Continue to expand current public education measures, including videos and podcasts, brochures, walking tours, and interpretive exhibits;
- Digitize existing historic resource inventory data (approximately 2,000 properties) and integrate all records within the HPC website;
- Expand the Commission’s use of online web mapping applications such as ArcGIS StoryMaps.

The HPC and its staff have begun to move forward with the use of new technologies. While staff has begun using Esri’s StoryMaps platform to showcase its historic preservation planning areas, HHLSP structures, and audio-visual walking tours, a significant amount of map data is based on links...
The existing HHLSP website. Progress on this work has stalled as, given technological changes since the HHLSP was developed, the HPC must update the HHLSP website by the end of this year. It is anticipated, however, the updated (if not new) website is expected to serve as a starting point for information on all of the City’s historic resources - whether surveyed or officially designated or not. The website is expected to pull together existing survey information, HHLSP information, historic photographs, and archived building permit records together to give a more complete picture of the development of individual structures and neighborhoods throughout Stillwater.

The City has made a long-term commitment to preserving its cultural history. A Preserve America Community with an active HPC, the City understands and values its role in safeguarding the community heritage for future generations. However, as a relatively small city with a part-time staff member serving the HPC, Stillwater also struggles at times with ensuring that preservation is fully integrated within city planning and development and understood by the general public. The HPC recognized that outreach and education efforts are often perceived as work that would be nice to do instead of work that is critical to its central responsibilities. For these reasons, the HPC undertook these multifaceted outreach and education projects as a means of demonstrating to the public how preservation connects to existing community values and brings historic preservation into the mainstream.

**LINKS TO MATERIALS CITED IN THE ARTICLE**


City’s YouTube Channel: https://www.youtube.com/user/CityofStillwaterMN


Minnesota Reflections: http://cdm16022.contentdm.oclc.org/cdm/landingpage/collection/spl

City’s Website: https://www.ci.stillwater.mn.us/preservationcommission
Spokane’s Mid-Century Modern Survey and Social Media Campaign

By Aaron Bragg, Diana Painter and Megan Duvall

To say that Spokane had an unusual amount of architectural design talent residing, working and building in the mid-part of the 20th century would be an understatement. It isn’t a secret that Spokane is home to many remarkable mid-century architectural masterpieces, but the question as to how they came to be in this rather conservative, mid-sized Western city had not been sufficiently answered.

In 2016, the Spokane Historic Landmarks Commission and Historic Preservation Office applied for a grant from the Department of Archaeology and Historic Preservation to explore mid-century architecture, its designers, and perhaps to answer the question of “Why Spokane?”

In the most simplistic of terms, World War II was the economic boost Spokane had been waiting for. The city went through its share of boom and bust; weathered the doubling of the population from 1900 to 1910; endured the 1918 flu epidemic that claimed more than 1000 victims; created an electric interurban train system that allowed for increased travel and recreational opportunities; and survived the Great Depression and a 25 percent unemployment rate. With New Deal relief programs like the Works Progress Administration, the Public Works Administration and the Civilian Conservation Corps, Washington State began to move away from a resource-based economy to one in which manufacturing rose to prominence.

With the rise of Nazi Germany came intellectual refugees, among them prominent Modernists Ludwig Mies van der Rohe and, of particular importance to Spokane, Walter Gropius. Gropius served as director of the Bauhaus design school until 1928 (he founded the Bauhaus in Germany in 1919 with curriculum that included practical instruction in the handling of materials, as well as formal instruction in nature, plane geometry, volumes, colors and composition). Facing an increasingly unstable political climate in Germany, which ultimately contributed to the closing of the school in 1933, he fled the country in 1934 landing first in Britain before arriving in the United States.
four years later. Bauhaus principles found a more receptive audience in Cambridge, Massachusetts, where Gropius took on leadership of the Harvard Graduate School of Design. There, from 1937 to 1952, he taught the likes of Philip Johnson and I. M. Pei – as well as three of Spokane’s most influential Modern architects: Royal McClure, Bruce Walker, and Bill Trogdon.

In the mid-1950s, the influence of European Modernists like Mies van der Rohe and Walter Gropius began to spread. Richard Neutra appeared on the cover of Time magazine in 1949 as “one of the world’s half-dozen top modern architects.” In Spokane, architects Kenneth Brooks and Bruce Walker teamed up for the design of Washington Water Power’s Central Service Facility (1959), a sign that Modernism was no longer the sole purview of New York or Chicago or Los Angeles.

It was those three students of Gropius (McClure, Trogdon, Walker) who helped popularize the Modern Style in Spokane in the 1950s. And in the work of Brooks, who worked for the firm Skidmore, Owings and Merrill in New York before opening a practice in Spokane, can clearly be seen Miesian tenets. There was a more direct European influence as well: Moritz Kundig’s Swiss education included six years of Latin, five of French, four of English, and one of Italian, along with German literature, history, math, and sciences – and that was before he even entered college. Kundig earned an architecture degree from the Eidgenössische Technische
Hochschule Zürich, a school that boasts Albert Einstein as one of its alums.

It wasn’t long before the architectural press began to pay attention to what was happening in Spokane. “Your work is excellent,” reads a telegram from John Entenza, editor of Arts & Architecture, to Royal McClure. Appearing in Entenza’s magazine meant more than a publishing credential – it meant that McClure’s ideas had the implicit approval of an editorial board that included the likes of Charles Eames, Richard Neutra, and Eero Saarinen. Other magazines, like Sunset, House Beautiful, and Time were also noticing Spokane’s Modernists – a testament not only to their talents, but also to their reach.

Joining McClure, Walker, Trogdon, Brooks, and Kundig were architects whose names might not be as widely known, but made their mark on Spokane’s architectural fabric. They include Warren Heylman, John McGough, Frank Yoshio Toribara, Caroll Martell, Carl Vantyne, James “Kim” Barnard, and Tom Adkison amongst others. Spokane was home to several nationally recognized Modernists. The only Richard Neutra-designed building in the entire state is in Spokane, along with what the American Institute of Architects deemed one of the five best buildings constructed in the U.S. in 1959: the Washington Water Power Central Service Facility (now home to Avista Utilities). The range of these architects’
output is extraordinary. In the midst of a park-like setting on Spokane’s South Hill is a study in Miesian restraint (Bruce Walker - Joel E. Ferris II House), while just six miles to the northwest is a swooping, soaring marvel of structural engineering (Funk, Murray & Johnson - St. Charles Borromeo Catholic Church). Over a period of about 25 years, these architects changed the face of the city – and, along with it, its very personality. Their legacy can still be felt, not only in the projects they left behind, but also in the firms they founded that continue to practice today.

About the Project
The Spokane Historic Preservation Office received pass-through federal funds ($15,000) from the Department of Archaeology and Historic Preservation, as well as local funds ($7,000) for this project to hire design firm, helveticka, who teamed with architectural historian Diana Painter of Painter Preservation to complete the survey of 52 properties and to prepare the context study of mid-century modern design in Spokane. A steering committee made up of Landmarks Commissioners, architects, and preservation and museum professionals was convened to whittle down the possibilities of properties to survey in this first round of inventory work. The committee exclusively selected properties that were listed on any historic registers or inventoried in the past and chose three areas of focus: residential, commercial and institutional. The goal was to find a wide variety of properties spread across the city, as well as a somewhat even mix of each of the three “types.”

Helveticka created a website for the project (midcenturyspokane.org) and provided content for a “mid-century a week” promotion that encompassed all of 2017. Adding up Facebook numbers for mid-century posts means that the campaign has reached more than 275,500 people – some of whom might have already been mid-century architecture fans, but it’s likely that a good number of these people haven’t thought much about that style of architecture which has hopefully created some new-found appreciation of the resources. Emails were received from several people over the year-long campaign to say how much they looked forward to Thursday afternoons at 3 pm because they couldn’t wait to see what
the “mid-century of the week” would be. The survey and website have continued to spur interest in the mid-century buildings of Spokane. The Spokane Historic Landmarks Commission has listed 11 post WWII buildings on the Spokane Register of Historic Places and those resources, as well as others that have been inventoried in the past, will be added to the Mid-Century Spokane website.
The 1952 Cooper-George Apartments was listed on the Spokane Register of Historic Places following a $13 million renovation after its inclusion in the survey. More recently another building included in the survey, the 1967 Thomas S. Foley U.S. Courthouse was found eligible for listing on the National Register of Historic Places by the General Services Administration. Calling the building an “iconic civic structure,” Rebecca Nielsen from the GSA said, “It’s a great addition to Spokane’s growing collection of Modernist buildings.”

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There is still work to do. The inventoried buildings (53 – with a “bonus” building from the consultants) barely scratch the surface of what Spokane has in terms of mid-century resources. A second phase of survey work is warranted in order to further enhance and add to our inventory of important buildings. Ultimately, the survey found that Spokane is home to significant Modern resources that are important both for their design and as Modern building types indicative of the post-war era. In this sense, the survey met expectations. The results are not surprising, given the concentration of architects in the Spokane area whose training equaled that of some of the best architects of the era nationally.

The ultimate goal of the project was to build a preservation ethic for Spokane’s mid-century buildings while at the same time educating local citizens about the architects who put their stamp on neighborhoods, downtown and retail centers throughout the city.
Recent technological advancements in capturing traditional historic resource data provide faster and cheaper means to collect data in the field. This enables scalable surveys from reconnaissance at the citywide level to the intensive district level. The digital collection methods mean that preservation data can be easily transferred to other repositories to be included in decision-making inside and outside of the preservation field. Lastly, these improvements provide a path for community engagement in the surveying process, a vital step in increasing the diversity of the field.

Historic resource surveys have long been an important method by which preservation entities inventory historic architectural assets. These efforts are most often carried out to determine eligibility for historic designation at the local, state or national levels and the resulting datasets are managed by city, statewide or federal preservation agencies. Traditional historic resource surveys have involved lengthy amounts of time in the field with professional surveyors using paper, pen, and often a historic map for reference while taking notes on architectural styles and historic integrity, as well as photographing or sketching the properties. The quality control methods and the process of translating the paper survey data into state and federal forms can be time consuming. Some states require the dataset digitally and on paper forms. Communities often struggle to finance such surveys and wait long periods of time before re-surveying. As a result, properties are lost to demolition, other land use decisions, and disasters in this waiting period. Another consequence is that in an era when civic technology, big data, and artificial intelligence (AI) are growing, preservationists are not taken seriously because we do not have good data that can fit into other systems. Further, the lack of diversity in preservation persists as a result of the traditional methods of surveying in which experts rate buildings on primarily architectural merit and miss opportunities for community engagement and inclusion of diverse heritage.

This is the predicament the City of Muncie, Indiana, Historic Preservation and Rehabilitation Commission found itself in 2014. The U.S. Department of the Treasury had just awarded Hardest
Hit Funds, to 19 states “hardest hit” by the foreclosure crisis, including Indiana. These were to be used primarily for demolition of vacant structures. Indiana’s statewide nonprofit advocate, Indiana Landmarks, jumped into action and secured a state level policy decision that ensured the funds could not be used to demolish local or National Register designated properties. While these basic steps prevented demolition of some gems across the state, Muncie’s Commission was concerned. 76% of Muncie’s buildings are more than 50 years old, only 3% are designated historic and the last historic resource survey was in 1985. Muncie lacked a strong preservation ethic and the Commission was entirely unfunded. There was a lot to lose. Muncie’s Commission needed preservation data and they needed it fast.

Outreach to the Indiana State Historic Preservation Office revealed that Muncie was in the queue for resurveying – in six years. That was too long to wait as the City was trying to determine where to use its $4 million in demolition funds soon. Inspired by civic technology solutions seen in other cities like Los Angeles, Denver, and Detroit, Muncie’s Commission took on a rapid mobile property conditions survey called ScoutMuncie.1 Using the mobile phone app ArcGIS: Collector, volunteer and paid surveyors visited Muncie’s nearly 30,000 properties. It took a year and a half due to some funding difficulties, but with tremendous help from Ball State University students, preservation professionals, and community members, the project prevailed. While not a detailed architectural history survey, the seven questions answered in the field survey were enough to get the resulting dataset integrated into local policy decisions. Several questions dealt with preservation, like architectural integrity, but others addressed basic data needs for the city like vacancy and current condition. The final dataset went through a quality control...
process by a qualified architectural historian and was integrated into a recently adopted citywide historic preservation plan. The data lives as parcel level GIS data held by the County GIS office and available to the public through an online mapping interface and download.

As stated by Holly Yuip, vice-chair of the Commission, "one of the big wins was taking a Commission that had zero budget, we secured grant funding, engaged volunteers, and proved we were able to implement a project that was honestly more forward thinking than where the city was. People do not get excited about COAs, but being able to talk about ScoutMuncie validates the importance of and need for the Commission for the city. In raising awareness of the Commission, beyond our typical COA process, we provided actionable steps to address the city’s blight." Muncie has since engaged a civic technology firm, Tolemi, to integrate data from multiple departments and systems into a single information portal. This portal includes public safety reports, health inspection reports, building permits, and the ScoutMuncie data. Brad King, Planner with the Community Development Office and volunteer Administrator for the Commission said, “With the ScoutMuncie data, we’re able to see conditions that were fair or bad years ago and see buildings that have pulled a permit since then and see what’s happened.”

The efforts of Muncie’s Commission show how rapid historic resource surveying can energize a community. The use of volunteers allowed the Commission to gain some credibility with the public who felt included in the process, and the citywide nature of the project meant certain neighborhoods were not being singled out as...
“more important” than others. Yet, in the structure of the preservation field, because the ScoutMuncie data was customized to the locality, and did not follow the State of Indiana historic resource survey criteria, the data could not be transferred to the state. Could resurveying under “state-sanctioned” criteria be done in the future? Absolutely. Muncie is still waiting for their spot in the state surveying queue but in the meantime, the ScoutMuncie efforts filled a local need and provided credibility to the Commission in the eyes of the public. You may be scratching your head at the lengths to which Muncie’s Commission went to capture a quick dataset that then was not able to be accepted by the State Historic Preservation Office. But Muncie is not alone. Even big cities have done the same.

In 2018, the City of Austin, Texas, had some funding and a short window of time to complete a historic resource “scan.” Kalan Contreras, Senior Planner, describes how the City Historic Preservation staff “crafted a bare bones survey using digital methods as the traditional methods would not have allowed us to gather what we needed in the time we had.” Armed with iPads, the in-field survey utilized Loveland Technology’s Site Control platform to photograph and complete a three question survey on each property. The data automatically uploaded and was processed through a quality assurance process back in the office. Staff sometimes relied on Google StreetView and occasionally resurveyed an area to verify data or get better photos. In all, more than 50,000 properties were surveyed during a three month period with quality control taking another two months. Currently Austin’s dataset is GIS-based, mainly used for property research, but the City has plans to make it available to the public on their website. Of the digital survey, Contreras states, “Digital methods save a lot of time in data entry, ensure a quicker QC process, and enable easier integration of survey data with existing GIS systems. We hope to complete the second phase of the scan in summer 2020, which will cover the remaining 30 percent of historic-age buildings in Austin.”

Like Indiana, the Texas Historical Commission was unable to accept a transfer of Austin’s data since the data was not as detailed as a traditional survey. For those in the surveying scene, like Maggie Smith, AICP, an architectural historian and cultural resources planner with Page & Turnbull’s San Francisco office, surveys should be crafted after first asking, “What’s the end goal? We have used a variety of surveying technology products for our clients based off their needs.” These range from a rapid digital survey spending only minutes per parcel to determine contributing vs. non-contributing status of properties in a district to creating their own detailed questionnaire based off SHPO criteria and feedback. According to Smith, they can complete a digital survey in the field using AppSheet and then pop the resulting data into Microsoft Access and produce PDF forms necessary for the State Historic Preservation Office. Smith is skeptical of the localities doing things entirely on their own, “If a community surveys using their own criteria and the criteria do not parallel that of the state, it may not be acceptable for state regulatory purposes or for a Section 106 project. Also the state may not have the survey data in their database which adds to the challenge of recordation.” This is a very valid concern.

What is clear is that the preservation field lacks a consistent digital surveying tool that can speed up the survey process, easily transfer the data to other repositories, and offer opportunities for inclusion of “non-experts.” The CR Surveyor app may be just the ticket. You may have heard about the CR Surveyor app a few years ago in reference to Alexandria, Virginia, or maybe you tried the app
on an iPad out in the field in Mobile, Alabama, at FORUM 2016. The surveying tool actually traces its roots back to post-hurricane Katrina efforts by the National Park Service. When FEMA arrives after a disaster event, as a federal agency, they must comply with Section 106 requirements. In the post-Katrina era, it was well known that there were many more historic resources in the area than currently identified in the State of Louisiana’s systems. The National Park Service’s Cultural Resource GIS Facility (CRGIS) developed a strategy to digitally survey and evaluate historic resources rapidly. According to Deidre McCarthy, Chief of the CRGIS, “it shortened a process that would have taken 90 days to 2 weeks. Prior to Katrina, the State of Louisiana had 11,000 resources in GIS. When we implemented our digital survey process, that number grew to 50,000.”

After this experience, development of the CR Surveyor app took off in partnership between NPS and the National Alliance of Preservation Commissions (NAPC). When things first started, ESRI had yet to release ArcGIS Collector App or Survey123. The project’s technology consultant, GISInc, started on a custom-built API tool. Fast forward a few years and ESRI, Loveland Technologies, RuskinArch, and Tremble, among others have “out-of-the-box” solutions for in-the-field mobile data collection that integrates with existing data. Because ESRI is the most universal GIS software in the United States, the CR Surveyor App has transitioned to utilize ESRI’s platform with a defined database scheme. The major benefits of the CR Surveyor app include: it is an intuitive and efficient digital surveying tool, it works for both internet-based and disconnected (off-line) surveying, and it is easily scalable to capture multiple resource types and uses. The survey questions meet NPS cultural resource transfer standards that can be used as a reconnaissance or intensive level survey. A community could answer five questions or 25 based on its local needs, pre-populate fields with prior survey data, and even add new fields. It is GIS-based for easy integration with existing data and transferability to database systems. It was designed to make surveying more accessible.

In the last few years, the CR Surveyor tool has been piloted in Florida, Maryland, Vermont, and
Virginia. Following a Congressional appropriation of post-disaster Harvey, Irma, Maria (HIM) funding, NPS and NAPC have entered into an agreement to further build out the app. This phase includes a disaster module, training materials, etc., for both disaster preparedness and post-disaster rapid assessment. Throughout 2019, the tool is being deployed to seven states and two tribes impacted by the HIM storms for post-disaster surveying. We cannot wait to see how digital surveying improves the process for these communities.

NAPC is developing a model and expanding the capacity for the CR Surveyor to be made available to local preservation commissions nationwide. The focus is on local accessibility, allowing communities across the country to build their historic resource inventory. This tool has the potential to move preservation forward and away from the continued perception of the field as one only available to high-style architecture, wealthy, and white populations. At the recent 2019 Keeping History Above Water Conference in St. Augustine, Florida, Dr. Jeremy Wells, of the University of Maryland, gave a rousing presentation on social justice issues in preservation. One key criticism that Wells mentioned is that traditional surveying methods on paper, by experts, result in a lack of diversity in listings. Digital surveying offers opportunities to engage the public and local residents to assist with surveying. Who better to point out what buildings or sites are important than the local residents themselves? Particularly as many in the preservation field explore intangible heritage listing. Can trained architectural historians handle the quality control process so things are codified and suitable for state or National Register criteria? Certainly.

Volunteer surveyors utilize the CR Surveyor App in Vero Beach, Florida.

Had the CR Surveyor app been available for Muncie, the community could have utilized the tool, added in the non-preservation questions, still had volunteer surveyors, and achieved the same outcome for the locality while being able to transfer the data to the SHPO. Moving forward, the CR Surveyor app offers a functional and flexible tool to assist communities in surveying the universe of historic resources and bridges the gap between traditional methods and rapid digital surveying.

Los Angeles completed a citywide survey, SurveyLA, to gather data on all eligible historic resources built prior to 1980 in partnership with the Getty Conservation Institute. The effort received awards from the California Preservation Foundation, National Trust for Historic Preservation, and the American Planning Association. The City of Denver also completed a citywide survey called Discover Denver. Surveying efforts in Detroit called Motor City Mapping were not preservation-based but utilized digital surveying methods to inform demolition decisions and the Michigan Historic Preservation Network was able to provide volunteer-gathered preservation data on 18,000 properties using digital rapid surveying. Together these efforts inspired Muncie to complete a citywide parcel survey using digital methods.
A New Technology for Telling the Preservation Story: ESRI ArcGIS StoryMap

By Lisa Craig

Recently Amber Mason Eskew, a preservation planner from Athens, Georgia, posted this query on NAPC’s listserv, NAPC-L: “We want to put together a story map for [a] proposed district and are wanting any examples...lessons learned are good too.” She went on to say, “we are lucky to have a GIS team with a grad student intern who specializes in story maps. So we want to make the most of this available expertise and not miss out on things we just didn’t know to ask for.”

Those with story map experiences responded to Amber’s request with story map links. Kim Gant, Certified Local Government (CLG) Manager for the Washington Department of Archaeology and Historic Preservation, highlighted the City of Bellingham, Washington, for its Downtown Historic Walking Tour story map.

Bardstown, Kentucky, used ArcGIS Story Map to develop A Walk Through Time: Bardstown Digital Walking Tour, a story map for residents and tourists. A popular destination on the Kentucky Bourbon Trail, Bardstown wanted to create community value for historic resources not associated with the bourbon industry. As they gathered and digitized photos for what they thought would be some type of mobile app, they discovered the ESRI ArcGIS StoryMap. According to Vicki Birenberg, CLG Coordinator for the Kentucky Heritage Council, the entire project cost $17,000 with the CLG subgrant award covering just over $7,800. “As part of our state's historic preservation plan, we included a goal of focusing on local communities that includes partnering with our Main Streets to enhance and provide preservation-related links to economic revitalization, including the development of heritage-based tourism. The digital walking tour using the story map seemed to dovetail nicely.”

Lisa Craig is Principal of The Craig Group, a preservation planning and policy firm in Northern California. She is an NAPC CAMP trainer and previously served as Chief of Historic Preservation for the City of Annapolis, Maryland.
While some consulting firms can set up a story map framework for as little as $5,000, most communities have used a combination of either their own city GIS staff working with the city preservation officer or an intern to complete the work. In Boulder Colorado, Marcy Cameron, City Historic Preservation Planner, credited their intern, with launching a story map of Boulder’s oldest individual landmarks, Story Map Tour – First 25.

The Historic Licking Riverside Neighborhood in Covington, Kentucky, was celebrated by the American Planning Association as a Great Neighborhood with the 2013 Great Places in America award. The Historic Licking Riverside Neighborhood story map was produced as a tool to bring neighbors, business owners and city leadership together to proudly celebrate.

### TIPS FOR DESIGNING STORY MAPS

- **Start simple and with the basics** – use your GIS captured survey data to develop maps that can be clearly understood by the viewer.
- **Devote adequate time to brainstorming and developing an outline.** Then choose the Story Map template that best fits your desired product.
- **Try not to use any links that take the user outside of the story map product.** Keep the audience paging through your story map.
- **Don’t make it text heavy.** Have a good editor.
- **Incorporate only high-resolution photos.**
- **Keep the story map current and updated when new survey information is available or when activities promoted via the story map have concluded.**
- **Provide a link to your story map via social media whenever you add new or updated information.**
Covington’s unique sense of community. According to Christopher Myers, head of Covington’s historic preservation office, the story map “gave residents a new opportunity to recognize that preservation matters – quality of life and quality of place can only increase when we sensitively invest or reinvest in our neighborhoods.”

What is a StoryMap?
Because of the versatility of the story map product, commissions can use the tool for multiple purposes including: virtual tours, travelogues, preservation planning, public outreach and engagement and posting meeting information. Which format works best for your purposes is one of the first decisions to make. ESRI, the global market leader in Geographic Information Systems and the powerhouse behind most local and state government GIS data mapping has several application templates.

ESRI authored ArcGIS StoryMaps as an application to create customized maps to enhance digital storytelling. By adding images and text, an interactive narrative is produced that brands a program, project or initiative. According to ESRI, “Story maps use geography as a means of organizing and presenting information. They tell the story of a place, event, issue, trend, or pattern in a geographic context. They combine interactive maps with other rich content – text, photos, video, and audio – within user experiences that are basic and intuitive.

Is Special Training Required to Design a Story Map?
Creating a story map is not difficult, but it can be time consuming. Some communities invest resources in training city staff. The City of Cambridge, Massachusetts, decided to use story maps to efficiently promote services and activities and invested in story map training for staff responsible for these activities. Staff shared completed story maps within their agencies, with the public, with the ArcGIS Online homepage, other organizations and social media. The City of Cambridge advises other local governments to “spread the word of how easy to create and versatile the story maps are.”

The Cambridge Historic Preservation Commission focused its first story map on a resource
type. To create Lunch Carts and Dining Cars of Cambridge, Massachusetts the Commission used the ArcGIS Story Map Tour format to illustrate in pictures, narrative and mapping the locations of the earliest horse-drawn lunch carts, as well as the streamlined stainless steel cars that populated Cambridge’s street scene. A tour of diner photos and an invitation for viewers to share their diner memories are included in this interactive map.

What Story Map Formats Are Best?
According to ESRI, the Story Map Tour app template presents a linear, place-based narrative featuring images or videos. Each “story action” in the tour narrative is geo-located so readers can click sequentially through the tour. They can also browse by interacting with the map or using an optional thumbnail carousel. This is the most common use of the ESRI Story Map for historic preservation programs, offering a brief thumbnail history and photos (current or historic) illustrating the property, its location and specific details, including perhaps the year of construction, architectural style, historic name, architect or resource type. The Bardstown, Bellingham and Boulder story maps are representative of the tour format.

Another innovative way to use the tour application is to introduce staff and commissioners to the community, telling them more about the expertise and personality of the preservation team. The Trust for Public Land, for example, shares information about each member of its GIS team – where they’re from, what they like to do, and their roles and responsibilities. The Story Map Journal combines narrative text with maps and other content through sections that readers can scroll through. Each section has an associated map, image, video or web page. “Story actions” can be defined in the narrative text so that clicking on a word automatically zooms the section’s map to a specific location.

The Story Map Cascade combines narrative text with maps, images and multimedia content in a full screen scrolling experience. Sections containing text and in-line media are interspersed with “immersive” sections that fill the screen with maps, 3D scenes, images, and videos. Cascade is a compelling public engagement tool with in-depth stories that are easy to navigate. Uses relevant to historic preservation programs are annual reports, preservation plans, strategic plans or any document in which the agency or organization must deliver a summary of goals, objectives or activities. The Story Map for the Historic Licking Riverside Neighborhood is an example of the Cascade.

The Story Map Shortlist lets you organize points of interest into tabs that make it fun for users to explore an area. Readers can click on the places, either in the tabs or on the map. This template can be useful for promoting and marketing events.
It can help viewers explore event venues and can be embedded directly into the event website.

The Story Map SeriesSM app presents a series of maps via tabs, numbered bullets, or expandable “side accordion” control. In addition to maps, images, video and web content are included as a powerful way to engage viewers. As with the Story Map Journal, “story actions” can be defined in the narrative text so that by clicking a word the reader automatically zooms to a specific map location. This format was used for the City of Annapolis “Weather It Together” Story Map “Landmark at Risk: Protecting the Historic Seaport of Annapolis, Maryland.”

The Annapolis Story Map Experience

In 2016 the City of Annapolis Historic Preservation Division produced a story map for the award-winning “Weather It Together” planning initiative, using a private consulting firm, an in-house GIS coordinator, an intern, city preservation staff and two community volunteers as editors. Working closely with Michael Baker International, the story map consulting firm, the city was able to better communicate its planning and implementation efforts towards reducing tidal flooding and the impacts of sea level rise on the downtown historic district. The Landmark at Risk story map is now a go-to resource, not only for the citizens of Annapolis, but for other communities facing the challenges of flooding.

Rebecca Ramsay, a USICOMOS intern from New Zealand, engaged specifically to support “Weather It Together,” served as a primary editor and technical assistant for the Landmarks at Risk story map. Today in her work as an archaeologist with the Auckland Council, she is using the story map product to share the history and the revitalization of a Maori portage. “It’s great to be able to take learnings from the “Landmark at Risk” story map and apply them to a new product.” She offers a key tip from her experience, “Clearly brainstorm and outline what content and message you want to portray in the final product. Having the outline helps you determine which mapping template might work best for the story you’re telling. It’s then easy to plug in text, maps, and images, etc., and even easier to update.”

One of the unexpected benefits of this story map’s development and use was the support received from state and federal agencies across the country, with GIS and FEMA staff hailing it as a best practice in natural hazard risk communication from one of the few jurisdictions in the nation to examine hazards from a historic preservation perspective.

Story Mapping Statewide Planning Priorities

Another organization that used a story map approach to communicate the increased challenge of rising sea level on coastal resources is The Trustees of Reservations. The Trustees developed the Argilla Road Project story map to communicate
the vulnerability of this key access point for more than 350,000 annual visitors to the historic Crane Estate. In order to maintain the accessibility of this much-loved resource, the Trustees are planning a road raising strategy paired with nature-based designs to protect the elevated road from erosion. This is a statewide priority and a roadmap for building resilience in similar coastal roads across the state.

The Story Map Series has also been used for statewide planning in Delaware where the Institute for Public Administration (IPA) developed a series of story maps to illustrate Delaware’s Complete Communities Planning framework. Each story map conveys one of the five elements of a complete community, including historic preservation - Inclusive and Active: Historic Preservation.

It’s clear that as preservation moves forward local and state historic preservation programs must incorporate new technologies into how we communicate and educate communities about the value of saving places. Building the capacity of non-GIS users is an important starting point and I hope to see more of these training opportunities at historic preservation state and national convenings.

In the meantime, just get started. By telling your community’s story through an interactive medium like Story Map, the words, images, and maps you share will produce a generous response from your community with the same – their stories, their photos, and their documents – all hosted in a central, shared location accessible to not just your commission or your community, but to the broader alliance of preservation organizations and professionals.

Bellingham, Washington - http://www.iqmap.org/storymaps/MapTour_hist/index.html?appid=dbeb7063f144a2682afddbb88bc9c14
Bardstown, Kentucky - https://bardstown.maps.arcgis.com/apps/MapTour/index.html?appid=f7832f875b24be3b81903c3a2368288
Cambridge, Massachusetts - http://cambridgegis.maps.arcgis.com/apps/MapTour/index.html?appid=65917125a3594d6e862a80147d92ff1
Trust for Public Land - http://web.tplgis.org/Storymaps/GIS_staff/
PastForward® 2019 Preservation Conference Comes to Denver

By Colleen Danz

The PastForward® Conference, the premier gathering of historic preservation leaders in the country, will bring nearly 1,200 attendees to Denver, October 10-12. Now in its 73rd year, the National Trust for Historic Preservation’s annual conference has been to Denver twice before, in 1969 and 2003.

In Denver, we’ll be addressing women’s history, next-generation rural small community preservation strategies, and saving urban neighborhoods. We’ll also be continuing important discussions from PastForward 2018 in San Francisco: the culture-nature connection – with a focus on public lands, strategies for tackling climate change and its effects, and the role of intangible and cultural heritage in shaping our stories and communities.

Core conference programming will take place at the Sheraton Denver Downtown Hotel, the Welcome Reception at the iconic Union Station, and the closing event at Red Rocks Amphitheatre. Attendees will include historic preservationists, architects, city planners, mayors, developers, public and private sector professionals, students, and scholars. The conference is the nation’s foremost educational and networking event for those in the business of saving places, providing attendees with a place to network, learn, and be inspired.

**Registration**

Conference registration opened July 1 and rates increase after July 31. Rates start at $395 for National Trust Preservation Leadership Forum members. There is also an opportunity to join us for one day of programming or to live stream select programming for free. Full registration and conference details can be found at PastForward-Conference.org.

**Get to Know the Host City!**

The Conference kicks off with an opening event on
Thursday night at the iconic Union Station. Located in the heart of Lower Downtown (the locals call it “LoDo”), this Beaux-Arts train station dates to 1881; the current structure was opened in 1914, though the iconic “Travel by Train” signs weren’t added until midcentury. The successful renovation of Union Station and the investments in the surrounding neighborhood serves as an example of how to use older and historic buildings to create new, modern-day landmark public spaces. Now home to 10 chef-owned restaurants and bars, boutique shops, and the 112-room Crawford Hotel (named for Denver’s legendary preservationist Dana Crawford), it’s a top location for visitors and locals alike.

PastForward wraps up at an equally iconic, and truly Denver-area location, the Red Rocks Amphitheatre. Attendees will have a chance to check out the Colorado Music Hall of Fame before heading to the amphitheater for the Closing TrustLive with a reception to follow. Field Studies will showcase inspiring projects, explore unique neighborhoods, and venture beyond the city limits. Highlights from this year’s tours will include:

- The neon signs on West Colfax Avenue
- An air traffic control tower turned into an entertainment center
- Home of the Unsinkable “Molly” Brown
- A former high school turned into eco-friendly apartments ... by bike!
- The murals that define the Mexicano and Chicano neighborhood in Denver’s Westside
- Denver’s mountain parks

And we won’t just stay in Denver. We’ll also be exploring historic sites in Boulder, Black Hawk & Central City, Georgetown, and Idaho Springs. “This year’s Field Studies will explore so many various sides of the preservation stories in Denver and surrounding areas,” said Rhonda Sincavage, director of publications and programs at the National Trust. “These tours are always an attendee favorite, and many will sell out before the early bird deadline at the end of July!”
The Practical and the Aspirational
In addition to Field Studies, core conference programming will include Learning Labs; quick, impactful Power Sessions; and three marquee presentations, called TrustLives. The TrustLives will be live-streamed for virtual attendees at no cost. TrustLives will focus on the main conference themes and direct conversations throughout the week at other educational programming. The 2019 themes are:

Celebrating Women’s History
Nearly 100 years after the ratification of the 19th Amendment, women are still striving for equality, representation, and visibility, and nowhere is the need for inclusion more apparent than at historic sites. Only recently have we begun to acknowledge the multiple layers of history at the places we love—not only women’s stories but also those of other historically underrepresented groups, as well as the stories at the intersections of those categories. The women’s history track at PastForward 2019, which will explore women’s stories across a range of historic sites, will bring us closer to uncovering the full American history. Featuring speakers Ada Deer, Native American advocate and scholar; Amythyst Kiah, Southern Gothic, roots singer/songwriter; and Tiya Miles, professor of history and author, Harvard University.

Revitalizing Small Communities
In the face of population displacement and economic hardship, rural and small communities are looking to the next generation of preservation strategies to energize and uplift their towns. The rural preservation track at PastForward 2019 will propose the next generation of preservation strategies to energize and uplift small towns across the country. These new tools and approaches are enabling small communities to thrive and creating sustainable models that can be replicated across the country. Featuring speaker Dar Williams, singer, songwriter, and author.

Saving Urban Neighborhoods
Across the country, cities large and small are experiencing major challenges from affordable housing to climate change. The conservation and reuse of older buildings can help maintain the authenticity, character, and appeal of cities facing both the opportunities and the challenges of a new urban era. Historic places can serve as assets and resources for building healthy, sustainable, and thriving cities. During the saving urban neighborhoods

Chicano murals in Denver’s Westside.
offer unique, hands-on opportunities for attendees to obtain the training and skills they need to put theory into practice, which is certainly the case with the 2nd PLT at PastForward — Landscape Assessment. Attendees will evaluate the Civic Center Plaza, the Fulton Street Corridor, and the United Nations Plaza. In addition, the Friday luncheon will bring together preservationists from across multiple disciplines working together to save historic places nationwide, featuring keynote speaker Justin Garrett Moore, Executive Director, New York City Public Design Commission.

Ten Reasons to Attend
On the fence about attending? Here’s why we hope to see you in Denver this fall!
1. PastForward is YOUR conference, bringing together a community of professionals and volunteers passionate about saving places.
2. This is your chance to connect with others working to save historic places from a variety of fields, including advocacy, architecture, planning, community revitalization, development, history, and the arts.
3. There is plenty of time for conversations during breakout sessions, networking events, and social gatherings.
4. PastForward offers you a chance to hear from people outside the field who bring unique perspectives to the work of preservation.
5. One place, one time of year to share innovative approaches and best practices from across the country and around the world.
6. Get the practical tools needed to put big ideas into practice.
7. Receive continuing education credits from the American Planning Association and the American Institute of Architects.
8. Learn how we can work together to evolve preservation to meet 21st-century challenges.
9. This is the place to ask questions, share ideas, and push the envelope toward a wider and more effective preservation practice.
10. Did we mention the Opening Reception at Union Station and the Closing Event at Red Rocks Amphitheatre?!?

All of the PastForward programming, whether core conference programming, special events and tours, or On Your Own events, will be sure to keep you busy, engaged, and inspired throughout the week. Visit www.PastForwardConference.org for full conference agenda and to download the app so you can start planning your time at PastForward. We hope to see you there!
Hey Megan, tell us about your program.
The Spokane City/County Historic Preservation Office was created in November 1981. The establishing ordinance set up the program to function jointly as the City’s and County’s preservation office – sharing one 11-member Spokane Historic Landmarks Commission. The program is run out of City Hall and the City is the primary funder of the office, but the County also provides annual funding. The set-up works well because the bulk of the listed resources are located within the jurisdiction of the City. The first property on the Spokane Register of Historic Places was landmarked in 1983 and at this point, we have over 400 individually landmarked properties, four local historic districts and seventeen National Register Historic Districts. Both the City and County became CLGs in 1986. I have been in this position since 2014.
How did you enter the field?
I had always been interested in architecture, but at the age of 18, I thought that the only thing architects did was design new buildings. I knew I didn’t want to build new – I loved old buildings! I ended up with a degree in Fine Arts with an emphasis in painting. That meant graduate school was probably in my future. I briefly considered studying to be a fine art conservator, but was a bit intimidated by all the chemistry and science courses. One day, while working at the Art Institute of Seattle, a catalog from the Savannah College of Art and Design arrived and as I was flipping through it, a Master’s Program in Historic Preservation stopped me in my tracks! This was it – a wonderful blend of my love for old buildings with a conservation twist. Within six months, I’d relocated to Savannah and completed the program in 1998. After a short stint as a Main Street Manager back in my home state of Washington, the job for CLG Coordinator opened up at the Washington State Department of Archaeology and Historic Preservation. I was hired and worked there as both the Survey Program Manager and CLG Coordinator for nearly 15 years before taking on my current role in Spokane. Spokane is my hometown – so this position has allowed me to make a positive impact on the historic resources here for future generations of Spokanites.

Give us some background on your program’s activity?
Of the 400 properties listed on the local register, there is a mix of both residential and commercial properties. I’d say that we have approximately 60% residential and 40% commercial. We also have 17 National Register Historic Districts of varying size and scope. In Spokane, we do have demolition review in our National Register districts as well as a very large downtown overlay zone. This review authority was added to our historic preservation ordinance in 2005 in response to a highly contested demolition in the middle of our downtown core which resulted in the loss of nearly an entire city block of historic commercial buildings for surface parking lots. Now, a downtown building (or one located in a National Register Historic District) cannot be torn down for surface parking under any circumstance. The Landmarks Commission also has been given authority to be the review body for replacement structures within our downtown overlay zone or in a NR historic district if an eligible property is demolished for new construction.

What are some recent successes and accomplishments of the program?
Our biggest recent accomplishment (2018) has been an overhaul of the historic preservation ordinance to strengthen our demolition provisions and give us the ability to list historic districts with a simple majority of property owners. This probably warrants a bit of explanation! First – the changes to demolition of eligible properties in our downtown overlay zone and in our National Register districts included removing a “loophole” that allowed the demolition of an eligible property for surface parking if there was an “adjacent rehabilitation” that needed parking. Second, if an eligible property is proposed for demolition for new construction, the Landmarks Commission is now able to review the replacement building for compatibility. Finally, in the past, buildings listed on the Spokane Register of Historic Places could be demolished after a 90-day waiting period – now, we have the ability to deny demolition based on criteria set out in the ordinance. Things like the historic importance of the property or the impact on the neighborhood of the planned new construction can be used to deny demolition of a listed property.
Changes to the ordinance that dealt with the creation of historic districts was another big accomplishment for Spokane. Although we have always had the ability in our ordinance to create districts, the process had never been thought through. Individually listed properties in Spokane have a contract between the owner and the City or County that lays out the legal implications of the listing called a “Management Agreement” – this gets filed with the County Auditor’s office and is attached to the deed of the property. In the past, the few local historic districts that we have required owners within the district to sign Management Agreements. Of course, not everyone signed the agreements, so true “districts” were not able to be created. The revised ordinance allows districts to be created through a vote of property owners with the threshold of 50% + 1 yes votes required for owner consent. Ultimately, a historic district overlay zone would then be passed by City Council.

**What are the biggest challenges currently facing your program?**

Spokane is home to around 215,000 people, so right in the heart of what would be considered a “mid-sized city.” As younger people flee the coast and expense of big cities like Seattle and Portland, growth is inevitable. Spokane has a lot to offer, so much so that the City has started a marketing campaign called “Hacking Washington” geared toward young professionals and folks who graduated from one of our universities to relocate here or open up a second location of their business in Spokane. We are actively running ads along the Interstate 5 corridor promoting the benefits of living in Spokane. So, the challenge is increasing density within the City’s core. Many of our close in neighborhoods to downtown are our most historic. City Council recently passed a new infill ordinance to incentivize developers to build in these neighborhoods – this has spurred the neighborhood councils to look at ways to protect the historic character of their neighborhoods while still allowing for growth. That’s where the Historic Preservation Office and the Spokane Historic Landmarks Commission comes in.

**How is your program equipped to deal with these challenges?**

Now that we can create “true” historic districts, we can help neighborhoods get their arms around the potential growth that may occur. We are in the middle of the voting period for our first large-scale historic district in the Browne’s Addition neighborhood. Roughly 300 properties are within the boundaries. It was listed in the National Register in 1976, but recent demolitions were the impetus for the neighborhood council to ask for help. These efforts are intended to keep historic buildings in use and the character of the district intact by listing them on the local register and forming an overlay zone; by incentivizing rehabilitation; and by reviewing changes to historic properties, demolitions, and new construction. We funded the district nomination and design standards and guidelines through a mix of both CLG pass-through money ($17,500) and local funds ($5,000); but my office has devoted MANY hours beyond this to the effort. The Browne’s Addition Neighborhood Council has also been very involved in funding mailings, purchasing yard signs reminding neighbors to vote, and knocking on doors to provide information about the potential district. We have received additional funding to add another local historic district of approximately 300 properties in another close-in neighborhood. Using our experience with the Browne’s Addition district, this next effort will be done in house with our Historic Preservation Specialist project employee and volunteers.
Have there been recent changes to funding or staffing with your program?
At this time, the entire Historic Preservation Office consists of the Historic Preservation Officer, a one-year project employee that we call our “Historic Preservation Specialist” and 50% of a clerk position. Our biggest need is another full-time preservation professional, especially with the trend toward local district development in the City.

What kinds of partnerships do you have with other preservation organizations or other municipal organizations?
Obviously a big partnership with the preservation program is the relationship between the City and County – the relationship has not always been without challenges, but we are on firm footing at this point. Since we technically only have jurisdiction over the unincorporated portion of Spokane County, we have been marketing “interlocal agreements” for historic preservation services between small towns in the County and our office. So far, we have one community that has passed the County’s ordinance into their municipal code and we now can list properties on the Spokane Register within the town’s boundaries. As a CLG, we also very much value our relationship with the state’s Department of Archaeology and Historic Preservation! We are fortunate to have a non-profit historic preservation advocacy organization, Spokane Preservation Advocates, that can take on controversial issues related to preservation that the Landmarks Commission cannot. Spokane Preservation Advocates was formed in 1997 by a local group who believed in the value of preservation and its role in enhancing Spokane’s quality of life.
These preservation pioneers saw the need for a new organization in Spokane; one that would supplement the work of existing preservation-related groups while also providing a strong advocacy voice for preservation issues. Frankly, being the largest city in Eastern Washington, we often help other CLG cities and towns in our part of the state with advice, guidance and suggestions on varying historic preservation issues.

**Are there innovative features about your historic preservation program?**

Spokane has incentives available for properties listed on the local register or those that are contributing properties in a local district. In Washington State, we do not have a state income tax, but we do have property taxes. We offer an incentive for a 10-year reduction in property taxes whenever there is a substantial rehabilitation. In 2018, we had 27 projects take advantage of the incentive for a total of $43M+ invested in historic properties! As part of the 2018 ordinance revision, we were given a façade improvement grant program that is funded through demolition permit fees in the City. All demo fees are swept into a special “Historic Incentives Fund” and can be granted out for both residential and commercial buildings listed on the Spokane Register. We expect the fund will be around $12-15,000 per year. We are active on Facebook and our page “Spokane Historic Landmarks” currently has 6104 followers. Average posts on Facebook reach around 3500 people with the most popular one we ever had reaching over 250,000! We celebrate Historic Preservation Month each May with outreach activities like Preservation Happy Hour; “How to Research Your Historic House” - a combined workshop with our local museum archivist and library; and our annual Architectural Scavenger Hunt where we have a month-long competition to identify ten buildings within a specific area (downtown, neighborhood, etc.) using only small architectural detail photos that are posted on our website (www.historicspokane.org). We offer “historic experience” prizes and allow those playing to choose which prize they would like to win. It’s easy to do and we trick folks into really looking closely at the historic buildings around them, a real win/win!

**Have you had a CAMP in your community?**

Spokane has held CAMP trainings in both 2005 and 2008 – looks like it might be time for another!

**Anything else you’d like to tell our readers that might encourage them?**

Building relationships in your community with a wide variety of people including developers, architects, contractors, elected officials, city employees, fellow preservationists, neighborhood activists, amongst others is such an important part of maintaining a successful preservation program. If you establish a firm foundation of reasonability and predictability, when hard decisions come down, you are more likely to survive if people like you and respect you.
CALIFORNIA

Recently in Santa Monica workers began removing “Pleasures Along the Beach,” a mural that has adorned the Home Savings Building since its construction in 1970. Depicting the history of Santa Monica’s seaside pleasures, the 16.5-foot by 40-foot glass mosaic was designed by Millard Sheets, an artist and architectural designer who created some of California’s most recognizable public art fixtures. Over the last three decades, his murals have been removed from buildings in Beverly Hills, Pasadena, San Jose, San Antonio, and painted over in Long Beach and Redwood City. To many, the mural’s removal marks the end of a hard-fought battle to preserve the Home Savings Building, a Santa Monica landmark from an era when banks were civic edifices meant to connote security, stability and a bedrock faith in capitalism. A Beverly Hills-based real estate developer bought the building in the early 2000s and since 2013 has fought attempts to designate it as a historic landmark. In 1953, the same year Sheets was appointed director of the L.A. County Art Institute, he was approached by banking magnate Howard Ahmanson, who was searching for an architect to design his new National Insurance Company Building. The building and its art were uplifting and positive, mixing art deco elements with Mayan architecture, Byzantine churches, mythological legends and old maps. Over the next three decades, Sheets would design around 40 bank branches for Ahmanson. Each branch had art that celebrated the history of the area it served. The Sunset and Vine location had a mural about the history of movies. San Antonio told the story of the Alamo; Pasadena, the Rose Parade. In 2013 the building was approved for landmark designation by the Landmarks Commission, but the owner contested the designation, and in 2016 the City Council reversed the decision of the Landmark Commission on a technicality. The City Council again granted the site local landmark status in 2017 but revoked it in September 2018. (LAist)

INDIANA

The City of Crawfordsville is seeking a more hands-on role in designating and preserving historic properties, through the Certified Local Government (CLG) Program. The historic preservation commission is empowered with ensuring that new construction or updates to buildings in the city’s historic districts meet a set of criteria for appropriate use. The commission also awards loans and grants for renovations to property owners. As a CLG, the city would have more input in establishing a historic property or neighborhood. Nominations for the National Register of Historic Places would first go before the commission, which then decides whether to send the application on. The city would also be eligible for grants from the federal Historic Preservation Fund. Communities can receive up to $35,000 to assist with National Register nominations and public education and up to $50,000 for preserving, rehabilitating, restoring or acquiring National Register-listed properties and archaeology work. More than 2,000 cities and counties have become certified nationwide, including 21 in Indiana. (Journal Review)

MAINE

As Maine’s bicentennial celebration officially gets underway, the Maine Historic Preservation Commission is undertaking two projects to mark places in Maine significant to the state’s bicentennial. The Creating Maine Statehood project includes an online survey seeking information about buildings and spaces where actions crucial to Maine’s separation from Massachusetts took place in the years 1816 to 1820. An interactive map will be unveiled early next year showing the results. The Present at Statehood program will document the 266 Maine properties that are on the National Register of Historic Places and existed when Maine became a state in 1820. That project will include a photo and a paragraph on each property, and they’ll be displayed on the state’s website, with one featured every three days. Maine residents voted on July 26, 1820, to separate from Massachusetts, an event that will be marked for the next year with a variety of state and local celebrations and programs. The governor recently announced the launch of a program making $375,000 in grants available for bicentennial-themed events and projects that benefit the public, such as parades, historic preservation efforts, lectures and curriculum. (Maine Business News)

NEW YORK

The U.S. Department of Homeland Security and the Army Corps of Engineers will allocate $1.5 million of their yearly budget toward the restoration of the historic Plum Island Lighthouse. Years of neglect and exposure to the elements have caused exterior rusting, a deteriorating roof and an asbestos-laden interior. The funding will be used to stabilize rusted-out ironwork at the door and top of the lighthouse. The lighthouse, which Homeland Security owns, dates to the 1800s and guided mariners through Plum Gut for more than 100 years. It was deactivated by the Coast Guard in the late 1970s and was replaced by a modern structure. Plum Island Lighthouse is listed on federal, state and local historic landmark registers. Ted Webb, chair of Southold’s historic preservation commission, and other Southold preservation activists have been seeking funding to repair the lighthouse for more than a year with a variety of state and local celebrations and programs. The governor recently announced the launch of a program making $375,000 in grants available for bicentennial-themed events and projects that benefit the public, such as parades, historic preservation efforts, lectures and curriculum. (Maine Business News)
year. Restoration work is scheduled to be completed by December 2020. (Newsday)

OKLAHOMA
Over the span of a dozen years, the Oklahoma City Urban Renewal Authority wiped out hundreds of homes in the name of progress. The devastation to the African American neighborhoods east of downtown remains visible today. But the scars are healing. Efforts are underway to attract commercial development back to the African American commercial corridor, including the Authority’s purchase of the Luster Mansion. Melvin Luster’s stepfather, S.D. Lyons, built the two-story home with the small fortune he made from his Sun-Ray Toilet Preparation Co. Behind the home, there still stands a matching brick structure that housed Lyons’ cosmetics firm, which marketed such products as Sun-Ray Face Bleach, “pressing oil” for hair, face powder and perfumes. The home’s Italian-style arches and red-tile roof always stood out in the neighborhood. Current Urban Renewal director, Cathy O’Connor, quite aware of her agency’s legacy, worked with the Luster family to acquire the home and adjoining structures to ensure the corner could be restored by a developer respectful of the home’s status as an African American landmark. Too few of these landmarks remain, and the Urban Renewal Authority, once the edge of destruction for so many African American properties so long ago, is now fighting to save what’s left. (Daily Oklahoman)

WASHINGTON
Three of NASA’s Lunar Rovers that drove on the moon have now been designated as historical landmarks. The King County Landmarks Commission made the unanimous decision on the eve of the 48th anniversary of the Apollo 15 launch. Lunar rovers for the Apollo 15, 16, and 17 missions were all made by Boeing in Kent. “It looked like a golf cart, or a stripped-down dune buggy, but was an engineering marvel,” wrote Boeing officials on a site dedicated to the Lunar Roving Vehicle. “Equipped with a color television camera able to send images back to Earth via satellite, it traveled about 10 mph (16 kph), carried four times its own weight and had woven piano-wire mesh-like wheels to negotiate the strange lunar surface.” The commission met in Kent to hear why they’re so important to the city. “Landmarking the lunar rovers serves to recognize the hundreds of the Boeing employees and other companies that contributed to this amazing engineering feat,” said Kent Mayor Dana Ralph. The lunar rover vehicles were the first moon buggies allowing humans to explore the moon’s surface. “We went to the moon and we drove a vehicle - 3 of them on the moon,” Ralph said. “That is a pretty incredible thing. It’s an amazing part of our history that unfortunately a lot of people don’t know.” The rovers to this day remain untouched on the moon ever since, “awaiting the next generation of astronauts,” Boeing says. But while they still await the next explorers, its legacy lives on back on Earth. (KOMO News)

WISCONSIN
Holy Redeemer Catholic Church is one of the historically significant buildings highlighted in Madison’s draft preservation plan. Built in 1869 to serve German immigrants, the church became a spiritual home in the 1980s to Spanish-speaking immigrants. Madison’s efforts to preserve its history have tended to focus on buildings. That’s about to change as the city develops its first preservation plan, which will instead look at what’s important to the city’s residents and cultures. Particular emphasis will be on groups that have traditionally been ignored. Ald. Marsha Rummel, who represents the Atwood and Marquette neighborhoods says, “African Americans, Ho-Chunk Nation, Hmong, Latinx, LGBTQI and women — the history of these groups has been missing from the official story about Madison.” The shift in focus comes as the city develops both a historic preservation plan and makes changes to its landmarks ordinance. Exploration of the history of underrepresented groups will be ongoing, and will rely on help from local cultural organizations, preservation groups, neighborhood associations and Native American nations. The plan includes an inventory of places that are significant to traditionally marginalized groups. There’s also consideration given to religion, arts and literature, social and political movements. Strategies for preserving these histories include creating storytelling plaques, promoting cultural tourism, and organizing educational events like history tours. Promotion of historic preservation as a driver of economic development is emphasized. It recommends creating a database of properties eligible for historic tax credits, creating a revolving loan fund that can be used to renovate historic properties, and identifying available grants. (Isthmus)
Become part of the national network of local preservation, historic district, and landmark commissions and boards of architectural review. Organized to help local preservation programs succeed through education, advocacy, and training, the National Alliance of Preservation Commissions is the only national nonprofit organization dedicated to local preservation commissions and their work. NAPC is a source of information and support for local commissions and serves as a unifying body giving them a national voice. As a member of NAPC, you will benefit from the experience and ideas of communities throughout the United States working to protect historic districts and landmarks through local legislation, education, and advocacy.

You can also join online at http://napcommissions.org/join

JOIN NAPC TODAY

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<th>Name</th>
<th>Commission/Organization</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Phone/Fax</th>
<th>E-mail</th>
<th>How did you hear about NAPC?</th>
</tr>
</thead>
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**MEMBERSHIP CATEGORIES**

- **$20.00**
  - Student

- **$35.00**
  - Individual Membership

- **$50.00**
  - Commissions: Municipal/county population less than 3,000*
  - Local nonprofit organizations

- **$100**
  - Commissions: Municipal/county population of 5,000 to 50,000*
  - Regional or statewide nonprofit organizations

- **$150**
  - Commissions: Municipal/county population greater than 50,000*
  - State Historic Preservation Offices
  - Federal Agencies
  - National nonprofit organizations

**PROFESSIONAL NETWORK**

- **$150**
  - Consultants / Consulting Firms
  - Businesses / Companies
  - Other Professional Services

In addition to receiving all NAPC membership benefits, Professional members are listed in the NAPC Professional Network Directory at http://napcommissions.org/directory.

* Membership includes all commission members and staff. Please provide complete list of members with names, phone numbers and email address for additional digital copies.

**$30.00**

THE ALLIANCE REVIEW GREEN FEE

Please include this Green Fee in addition to the membership fees above to receive a quarterly, print version of The Alliance Review in the mail.

Half of all premium membership dues support NAPC’s student internship and Forum scholarship programs.

- **$250 CHAIRS CIRCLE**
- **$500 FOUNDERS CIRCLE**

Please return this form with payment to NAPC: PO Box 1011, Virginia Beach, VA 23451