

## Sessions Descriptions

TUESDAY, OCTOBER 6

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### **National Register Basics**

10:15 am - 11:30 am

[BARB POWERS](#), [SUSAN TIETZ](#), [CARRIE SIMMONS](#), [MEGAN RUPNIK](#), & [PATRICK ANDRUS](#)

Learn how to successfully nominate properties to the National Register of Historic Places with the State Historic Preservation Office staff and Patrick Andrus, the National Park Service National Register reviewer for Ohio. This workshop will focus on nominations for individual properties and will cover topics including completion of the preliminary National Register Questionnaire, research sources, property descriptions, and the statement of significance. The newest, most helpful guidance about digital mapping, nomination length, and photograph requirements will be explained. This workshop will include group participation and handouts. Workshop content will include useful guidance and essential information for the seasoned historic preservation professional as well as novices to the National Register program and process. **HSW AIA Credits**

### **Architectural Photography**

10:15 am - 11:30 am

[DICK BURRY](#)

Photographing historic buildings is an important method of documenting classic architecture. However, architectural photography is not as easy as snapping a picture. The session will look at both great architectural photographs and not-so-great examples. We will discuss the steps necessary to create great photographs of buildings. Concentrating on the making of the photograph, we will explore some issues, such as selecting the best angle, framing the building, dealing with utility wires, and positioning of natural light. Finally, a short walk from the meeting site will give us a chance to practice these ideas with many of the historic buildings in downtown Columbus. This session is for people interested in taking architectural photos for submission with registry and grant applications. For the "walking lab", either a camera (recommended) or a cell phone will do. **HSW AIA Credits**

### **Site Selection**

10:15 am - 11:30 am

[TBA](#)

Two experienced economic development professionals will be sharing key factors that corporate and industry insiders look for when locating in a new community. They may need workforce, utilities and transportation, but they want a great quality of life. This session will help your community and revitalization program prioritize decisions that will make a difference when opportunity comes knocking.

### **Developers Roundtable**

10:15 am - 11:30 am

[JOE DIAMOND](#), [FRED ERNEST](#), [DEWARD WATTS](#)

This session will introduce three smaller scale developers that are having a big impact in their community. Some use historic tax credits, some don't, but they are all personally passionate about the historic integrity historic buildings offer their community revitalization efforts. **HSW AIA Credits**

### **Building Code Officials Are Part of Your Revitalization Team**

10:15 am - 11:30 am

[TIM MONEA](#) & [JERRY WARNER](#)

Existing buildings provide unique challenges that typically are not encountered in new construction. Older or historic buildings, even if constructed in full compliance with the building code adopted at the time of construction, are often lacking in modern safety features that have improved over time as code change. Building owner are not required to improve buildings as codes change however, once an owner decides to modify a building, then the current building code become very much applicable. But to the relief of many, the building code has many paths for compliance including some that are less restrictive. **HSW AIA Credits**

## Sessions Descriptions

### ***Revamping a Classic: Taking Surveys to the Next Level***

10:15 am - 11:30 am

EMILIE EVANS & SUSAN LANKFORD

Surveys are critical tools for developing effective revitalization strategies centered on the built environment. Today, surveys are taking on new, tech-savvy formats that generate datasets useful across fields, creating data-driven intersections with planners, land banks, and other partners. Movement toward more representative datasets leads to more integrated preservation planning and engages communities in participatory data collection. This session dives into three unique models emblematic of this trend: Detroit Historic Resource Survey, Indiana Blight Mitigation Survey, and Relocal. These innovative models represent opportunities for preservation integration into land use strategies, weighted civic engagement in decision-making, and effective partnership development across fields.

### ***Operations 101: The Basics of Operations***

10:15 am - 11:30 am

LORNA SWISHER

The Organization Committee works with the Main Street Manager, local businesses, property owners, residents, and other community stakeholders to facilitate a broad base of support for the downtown program in an effort to retain, promote, and attract downtown business. The committee also manages the coordination of volunteer, membership, & fundraising programs; focuses on instituting appropriate policies and procedures, including those that address the responsible management of financial, personnel, & physical resources; and develops long term resource and communication plans. **LU AIA Credits**

### ***Historic Theater Tour***

10:15 am - 11:30 am

MICHAEL HURWITZ

Join Michael Hurwitz for a backstage tour of 3 of CAPA's (Columbus Association for the Performing Arts) historic theaters: Ohio (1928), Palace (1926) and the Southern (1896), learn not only the history of the beautiful theaters but also about the technical package and space requirements for staging a variety of types of shows.

### ***National Register Advanced: Part I***

1:30 pm - 2:45 pm

BARB POWERS, SUSAN TIETZ, CARRIE SIMMONS, MEGAN RUPNIK, & PATRICK ANDRUS

This workshop, conducted by State Historic Preservation Office staff and the National Park Service National Register reviewer for Ohio, Patrick Andrus, will provide helpful guidance, addressing challenging topics encountered with the wide range of diverse properties being nominated to the National Register. Workshop guidance, handouts, and research sources will be provided for establishing historic context for evaluating historic properties at a local, state, or national level of significance; and nominating several types of properties including farmsteads, industrial complexes, and mid-century properties. Current guidance will be shared for determining buildings versus additions and assessing the historic integrity of properties with large or newer additions. Workshop content will be applicable for preparing National Register nominations, Historic Rehabilitation Tax Credit Part 1 applications, and submissions for Section 106 compliance. **HSW AIA Credits**

## Heritage Ohio Annual Conference

### Sessions Descriptions

#### **Windows Hands-On**

1:30 pm - 2:45 pm

STEVE WHITE

why, now learn how. In this hands-on workshop, participants will learn from A to Z what's involved with a typical double-hung window restoration. It all begins with basic window anatomy and improving weatherization. After learning how to take out the sashes, we'll have discussion and participation regarding methods of removing glazing putty and paint. From there, it's on to cutting glass and glazing, where there will be an opportunity to try both. Finally, simple methods for replacing sash cord will be covered. Please come prepared to participate, get your hands dirty, and have fun!

#### **Introduction to Section 106 Reviews**

1:30 am - 2:45 pm

MARK EPSTEIN AND STAFF

Are you looking for guidance about how the Section 106 review process can work effectively? This workshop will help you. State Historic Preservation Office staff will discuss basic concepts of the review process and how it works under the federal regulations at 36 CFR Part 800. Topics will include setting the area of potential effects, evaluation of historic properties, and assessing effects. Roles of various participants in the Section 106 process will be discussed. **HSW AIA Credits**

#### **Small Deals Financing**

1:30 am - 2:45 pm

MIKE DOSTAL & DANIEL BUDISH

Mike Dostal with FirstMerit Bank will discuss the current landscape of lending, the expectations and review process banks use to review project risk and equity expectations as well as share his own experience in the redevelopment world. Daniel Budish will share how The Chesler Group's MainStreet America Fund is looking to help finance smaller projects.

#### **Making Downtown Revitalization Happen: Incentives at the Local Level**

1:30 am - 2:45 pm

DONOVAN RYPKEMA

Many communities rely on local incentives to transform downtown revitalization from a great idea into reality, but designing incentives that work and are well utilized remains a challenge in communities across the country. This session will provide an in-depth case on why incentives matter, present new research from the national survey, and demonstrate how communities use a range of tools to encourage preservation.

**HSW AIA Credits**

#### **Heritage Education**

1:30 am - 2:45 pm

DANIELLE STEINHAUSER

Want to interpret the downtown in new ways and engage new partners? Want to keep the preservation ethic alive in your community? Engage the kids. What if we talked with local schools to produce a local history curriculum that uses the downtown as a living laboratory, setting, or stage? What if we took your town's history and made it come alive in a school program? The opportunities abound.

#### **Promotions 101: The Basics of Marketing**

1:30 am - 2:45 pm

HEATHER MALARCIK

The job of the Promotions Committee is to PROMOTE downtown as the center of commerce, culture, and community life for residents and visitors alike. To be effective, your committee must move beyond the typical "tried-and-true" downtown promotion ideas of yesteryear. You must think about promotion in a broader sense and develop new strategies by: Identifying downtown assets, including people, buildings, heritage, and institutions. Defining Main Street's market niche- it's unique "position" in the marketplace. Creating NEW image campaigns, retail promotions, and special events to lure people back downtown. **LU AIA Credits**

## Heritage Ohio Annual Conference

### Sessions Descriptions

#### **Financing the Rehabilitation of Historic Theaters**

1:30 am - 2:45 pm

CHAD ARFONS, TOM JOHNSON, ELAINE MERCHANT, & JEFF WESTHOVEN

To succeed at the revitalization of your historic theater you must employ multiple strategies. This session will explore the process for Ohio capital appropriations and working with the Ohio Facilities and Construction Commission; the use of historic tax credits to leverage almost 45% of the rehabilitation costs, and how to implement your best private fundraising capital campaign. **HSW AIA Credits**

#### **National Register Advanced: Part II**

3:00 pm - 4:15 pm

BARB POWERS, SUSAN TIETZ, CARRIE SIMMONS, MEGAN RUPNIK, & PATRICK ANDRUS

Join Patrick Andrus, the National Park Service National Register reviewer for Ohio and State Historic Preservation Office staff to learn how to successfully put it all together to nominate historic properties to the National Register. Workshop will include hands-on activities and group participation examining case studies of National Register nominations for common property types such as schools and apartment buildings, farmsteads and industrial complexes, and properties associated with recent past themes and trends. New information and tools for preparing historic districts and amending historic districts will be covered during the workshop. **HSW AIA Credits**

#### **Ohio Development Services Agency**

3:00 pm - 4:15 pm

KAREN FABIANO

Throughout Ohio, small communities use the State Administrated Community Development Block Grant (CDBG) Downtown Revitalization program to preserve their historic central business districts. The program assists building owners with repairs and communities with downtown public infrastructure improvements. In this session, learn more about compliance in the areas of national objective, environmental review, procurement, contract management, and federal labor standards.

#### **Vacant Property Panel**

3:00 pm - 4:15 pm

ALISON GOEBEL, JOSH HARMON, & DOUG LEWIS

Vacant and blighted property has a profound impact on a community including: reduced property values, depressed rental rates, damaged civic pride, and a decreasing tax base to name a few issues. Communities across the state are standing up to problem owners and shifting the cost of vacant property back on the owners. Learn from experts and practitioners from around Ohio about the tools and strategies being used to restore economic activity to once vacant properties.

#### **Crowd Funding**

3:00 pm - 4:15 pm

DELLA RUCKER, MODERATOR

This session will explore how both businesses and non-profits can use crowd funding as a platform to raise money. Of course always easier said than done, the session will also include a discussion about the legal limits in Ohio for capitalization of equity.

#### **The Main Street Manager 101**

3:00 pm - 4:15 pm

DONNA HILL

The Main Street manager works at the epicenter of downtown revitalization: a juggler, a mediator, a financier, so many hats and how do you maintain your sanity? Join Donna Hill as she unlocks the mystery of staying out of therapy and being respected as an economic development professional in your community.

**LU AIA Credits**

## Sessions Descriptions

WEDNESDAY, OCTOBER 7

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**Ohio Historic Preservation Tax Credits I: State Program & Pipeline Initiative** 9:00 am - 10:15 am

[NATHANIEL KAELIN & MARIANGELA PFISTER](#)

In the first of this two-part session on applying for historic preservation tax credits, learn about the application and competitive scoring process used to evaluate applications for the Ohio Historic Preservation Tax Credit program. Nathaniel Kaelin from the Ohio Development Services Agency will review all scoring measures and explain funding pools, application review timing, and program requirements. Lisa Brownell will review the Pipeline Initiative, which provides grants and technical assistance to prepare properties for tax credit redevelopment through National Register nomination, explaining current funding opportunities and application processes. **HSW AIA Credits**

**Hands-On Plaster Repair** 9:00 am - 10:15 am

[TBA](#)

**Chapter 34: Alternative Building Code** 9:00 am - 10:15 am

[JONATHAN SANDVICK & ROBERT VILKAS](#)

That old building isn't up to code! You can't put housing in there!

How many projects get stopped before they get a chance to get started by rumor and misinformation? Yes you can use historic buildings. This session will explore the benefits of having projects reviewed under Section 3412 - the alternative building code. Historic buildings can meet all contemporary requirements and needs of life safety and accessibility issues. **HSW AIA Credits**

**Creating Effective Local Preservation Programs** 9:00 am - 10:15 am

[NATHAN BEVIL](#)

Historic preservation happens at the local level. While tax incentives exist and the National Register of Historic Places can recognize the significance of your historic property it is mainly at the local level that most historic places are protected. In this session learn how your community can develop an effective and efficient local historic preservation program that encourages quality development and respects your historic and cultural assets. Included will be discussions about the benefits to of local preservation programs and how to develop and implement effective preservation legislation. **HSW AIA Credits**

**The Secrets to a Successfully-Funded Downtown Program** 9:00 am - 10:15 am

[MATT WIEDERHOLD](#)

The Main Street model recommends diverse income sources: 1/3 from public, 1/3 from private and 1/3 from earned income. Matt Wiederhold, executive director of Main Street Medina, will explain how they sustain their public funding, how they work with the community to grow private funding, and their most successful earned income projects. Learn how to quantify the impact of your events and the visitors to your district, and how to use municipal funds for leveraging stronger partnerships and increased public support. Wiederhold will also share his insider secrets on low work, high return fundraising initiatives to help support your annual budgets.

## Sessions Descriptions

### **Historic Preservation Easements as a Rehabilitation Strategy**

9:00 am - 10:15 am

[ANTONIN ROBERT](#)

Historic Preservation Easements are an underutilized tool in financing historic rehabilitation projects. Developers can take a charitable deduction for the donation, based on the value of the façade and lost development rights, to an appropriate historic preservation organization. Find out more about this tool, the kinds of projects for which it works, the benefits, costs and restrictions. **HSW AIA Credits**

### **Business Enhancement 101**

9:00 am - 10:15 am

[JEFF SIEGLER](#)

Rebuilding the economic vitality of traditional commercial districts is the focus of the economic restructuring component of the Main Street Four-Point Approach and is the ultimate goal of all Main Street revitalization programs. Downtowns and neighborhood commercial districts have declined over the past few decades for a variety of reasons. Highway development, overbuilt commercial areas, strip-center and regional mall development, competition from large retail chains and discounters, and changes in retail technology have all played a role in diminishing downtown's role as the center of commercial activity. **LU AIA Credits**

### **Ohio Historic Preservation Tax Credits II: Perfecting Part 1s, 2s, & 3s**

10:30 am - 11:45 am

[NATHANIEL KALIN & MARIANGELA PFISTER](#)

In the second of this two part session on applying for historic preservation tax credits, learn how to perfect your submission to the State Historic Preservation Office and National Park Service. Mariangela Pfister from the State Historic Preservation Office will explain best practices and considerations when completing the federal and state Historic Preservation Certification Application documents to ensure your rehabilitation will meet the U.S. Secretary of Interior's Standards for Rehabilitation. Tips will be offered on submission requirements, efficiently navigating the application review process, and rehabilitation work items that may require additional attention (e.g. window work). **HSW AIA Credits**

### **JobsOhio's Revitalization Program**

10:30 am - 11:45 am

[DIANA RIFE](#)

The JobsOhio Revitalization Program Loan and Grant Fund is designed to support the acceleration of redeveloping sites in Ohio. Focus is placed on projects where the cost of the redevelopment and remediation is more than the value of the land and a site cannot be competitively developed in the current marketplace. Priority is placed on projects that support near-term job creation opportunities for Ohioans in the targeted industry sectors.

### **A Vision for Newark: Revitalizing a historic city square with an emphasis on placemaking**

10:30 am - 11:45 am

[AARON DOMINI](#)

Like many other historic communities around Ohio, Newark was faced with the costly undertaking of separating their combined storm and sewer system. The city saw this as an opportunity not just to update aging infrastructure, but to completely reimagine the look and function of their historic square to drive economic development and promote a sense of place.

This session will explore how the public engagement process led the community to develop a vision for what their downtown should become and look at how transportation improvements and pedestrian scaled design can combine to create a meaningful public space. By the end of this project, Newark will have improved traffic and increased pedestrian safety. When complete, the project will result in the creation of an image and brand for the downtown that will improve the overall economic competitiveness of the area.

**LU AIA Credits**

## Sessions Descriptions

### **Volunteers for Revitalization**

10:30 am - 11:45 am

FRANCES JO HAMILTON

Volunteers are essential to every non-profit. No matter what the focus of your non-profit, medical, educational, artistic, etc. You can make your income go further by recruiting an army of volunteers. No matter what age, people want to use their skills to give back to their community. In order to be successful, you need to assess what skills your organization needs, compare that to the skills you already have and recruit the missing elements. Once you have the right skills assigned to the tasks at hand, you will need to keep those volunteers happily associated with your organization. Rewarding the work of your volunteers keeps them connected to the cause. It also allows you to stay aware of their efforts and connected to them. Join us to learn more in this session where we will review the three Rs (Recruiting, Retaining and Rewarding) of volunteers! **LU AIA Credits**

### **Hard Hat Tour of the Stoddart Building**

10:30 am - 11:45 am

BRAD DEHAYS

Developer Brad DeHays will take participants on a hard hat tour of one of his latest projects. The Stoddart Building, at 260 S. Fourth Street, was designed by Columbus architect David Riebel and Sons and used as a furniture store 1911-1962. The project was assigned Ohio Historic Preservation Tax Credits in 2013, and is making use of a historic conservation easement. DeHays plans mixed use development with restaurant space on the first floor and 51 micro apartments on the upper four floors. **HSW AIA Credits**

### **Design 101: The Basics of Good Design**

10:30 am - 11:45 am

JOYCE BARRETT & FRANK QUINN

The Design Committee works with the Main Street Manager, local businesses, and property owners to facilitate a positive visual image of the Central Business District that will help retain, promote, and attract Downtown business. The Design Committee will focus on Downtown aesthetics & appearance, working on matters such as streetscapes, building façade, signage and/or banners, attractive window displays, parking areas, building improvements, street furniture, sidewalks, and landscaping. The Design Committee will instill good maintenance practices within the district and encourage the rehabilitation of historic buildings & appropriate new construction. The Design Committee will develop sensitive design management systems and long-term planning strategies. **LU AIA Credits**

### **Rehabilitation of Historic Downtown Storefronts**

1:30 pm - 2:45 pm

JOHN SANDOR

Storefronts are one of the most changed features of a building. Historical images will be used to understand how their design changed with architectural fashion and material technology. Evaluating the significance of an existing storefront will be discussed as well and how to approach the design of a replacement when there is nothing worth saving. How can the history of storefronts inform the design of a replacement that is compatible with the features and period of a building? How can we improve the durability of what we build now, while still achieving an historic effect?



## Sessions Descriptions

### **Hands-On Masonry**

1:30 pm - 2:45 pm

STEVE COON & COON RESTORATION

Historic masonry structures that are in need of repairs typically require some degree of mortar pointing work and masonry (stone, brick and terra cotta) restoration. The careful selection of appropriate repair materials mitigates any detrimental effects on the masonry structures that may be caused by restoration work. Learn how historic mortars differ from the cement-based mortars that are used in the construction of modern day structures, and learn why the use of historic lime-based mortars is vital to the preservation of historic masonry. The basic characteristics of historic stone, brick and terra cotta will also be discussed to foster an understanding of appropriate surface repairs which are recommended for these masonry materials.

Session attendees will visit Pomerene Hall at The Ohio State University to get a behind the scenes look at how Coon Restoration is tackling masonry repair on the building. Following a demonstration on basic masonry repairs and pointing with lime-based mortar, session attendees will have the option of getting some hands-on experience in making repairs to masonry.

### **Section 106: Advanced Topics, Part I**

1:30 pm - 2:45 pm

MARK EPSTEIN & STAFF

Are you an experienced Section 106 practitioner ready for more than the basics? Interested in creative approaches to compliance? Review staff will discuss advanced topics in Section 106 compliance, such as negotiating agreements, and provide advice on good consultation and solving common problems. Using case studies, we will explore the process of assessing effects to historic properties and give tips on improving project documentation. We will also discuss productive resolution of adverse effects and creative agreements and mitigation.

### **Local Design Review Workshop**

1:30 pm - 4:15 pm

NATHAN BEVIL

Attend this hands-on workshop to learn about making sound historic preservation decisions. Using a mock commission meeting format, participants will learn about several important aspects of local historic preservation commission procedures, including designation and design review. The workshop will feature real-world case studies and utilize local historic preservation professionals to work through the process and give participants a solid understanding of how local historic preservation programs can operate. **HSW AIA Credits**

### **What Do You Mean My Building Is Breaking The Law?: ADA Compliance for Public & Commercial Buildings**

1:30 pm - 2:45 pm

DOUGLAS FULLER

This presentation will familiarize you with what the ADA law requires for the built environment in commercial and public buildings. It includes a brief history of disability standards in the U.S. and the State of Ohio, an explanation of what the requirements are for State and Local Government Facilities (Title II), an explanation of the differing requirements for Non-Government Buildings (Title III), some of the changes in the new standards and what types of elements are "grandfathered" in based on the older standards and finally the tools you need for self-assessment of the current compliance of your building and documentation of both the level of current compliance and a plan for achieving full compliance. **HSW AIA Credits**

### **Tour of Historic Franklinton**

1:30 pm - 4:15 pm

JIM SWEENEY

Want to see how cutting-edge sense of place is happening in Columbus? Join Jim Sweeney, Director of Franklinton Development Association for a walking tour of East Franklinton and experience how it is being transformed into a Creative Community District which was awarded the 2014 National Planning Excellence Award for Innovation in Economic Development & Planning by the American Planning Association. This tour will include a visit to the Columbus Idea Foundry, which was funded in part with a grant from ArtPlace America.



## Sessions Descriptions

### ***The Innovation Gap***

1:30 pm - 2:45 pm

JACK STOREY

We'll take an in-depth look at some of the more ambitious retail strategies that have been implemented in the award-winning North Collinwood neighborhood of Cleveland, with an honest assessment of the results that accompanied these innovative and disruptive initiatives.

### ***Introducing Changes to Historic Spaces***

3:00 pm - 4:15 pm

JOHN SANDOR

Rehabilitations frequently include proposals to replace windows and alter significant features of a building's plan. Examples will be used to illustrate how the "Standards" are used to evaluate these issues. What conditions justify replacing a window, and what is an adequate match for the replacement? What are the details that tend to be overlooked and can require revisions potentially delaying a project? What are the most significant aspects of the plan of various building types, and where, and how much can a plan be changed? Following a presentation on these key issues there will be general discussion of the application of the "Standards" for certification in the tax credit program.

### ***Section 106: Advanced Topics, Part II***

3:00 pm - 4:15 pm

MARK EPSTEIN

Are you an experienced Section 106 practitioner ready for more than the basics? Interested in creative approaches to compliance? Review staff will discuss advanced topics in Section 106 compliance, such as negotiating agreements, and provide advice on good consultation and solving common problems. Using case studies, we will explore the process of assessing effects to historic properties and give tips on improving project documentation. We will also discuss productive resolution of adverse effects and creative agreements and mitigation.

### ***First Floor Vibrancy***

3:00 pm - 4:15 pm

BRENT JOHNSON, MICHAEL MARIOLA, DAVID WEISENBERG, & SANDRA HULL

This panel discussion will highlight four successful Main Street retailers. Panelists will share their insights and secrets to the success of their businesses. Learn how Main Street Managers can help good businesses make a difference.