

## Sessions Descriptions

TUESDAY, OCTOBER 11

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**Rebranding "Redevelopment": Building Communities through Entrepreneurship** 10:30 am - 11:30 am

ALLEN WOODS

MORTAR enables under-served entrepreneurs and businesses to succeed; creating opportunities to build communities through entrepreneurship. See how they are getting it done in Cincinnati and how your community can assist entrepreneurs in becoming successful downtown businesses.

**Demystifying the National Register** 10:30 am - 11:30 am

BARBARA POWERS

How do I get my property listed in the National Register? If my house is listed in the National Register can I make changes to it? Does the National Register stop a property from being demolished? What is the difference between the National Register and National Historic Landmark programs? Join Barbara Powers, Deputy State Historic Preservation Officer for Inventory & Registration for the State Historic Preservation Office to learn the answers to these questions and more. Barbara will cover National Register basics, what National Register listing means and does not mean, and how to nominate a property to the National Register of Historic Places. **HSW AIA Credits**

**Operations 101: The Basics of Operations** 10:30 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.

**OTR ADOPT** 10:30 am - 11:30 am

DANNY KLINGER

OTR ADOPT was founded in 2010 as an answer to the problem of demolition in Cincinnati's most historic urban neighborhoods. A nonprofit organization, ADOPT works to facilitate the transfer of Cincinnati's most vacant, endangered historic buildings to caring individual investors with the means and a plan to restore them. To date, ADOPT has assisted in the preservation of over 40 vacant and condemned historic buildings, helping to put them back on the tax rolls and saving millions in city sponsored demolition costs in the process. **HSW AIA Credits**

**Downtown Revitalization Districts** 10:30 am - 11:30 am

SCOTT ZIANCE

Scott will summarize the recently-enacted downtown redevelopment district legislation and will describe how communities and developers can use it in conjunction with others types of tax increment financing and property tax exemptions to spur downtown redevelopment. **HSW AIA Credits**

**Tour of Historic Netherland Plaza Hotel** 10:30 am - 11:30 am

HOTEL STAFF

Take a tour of this Art Deco masterpiece, located in the heart of downtown Cincinnati.

## Sessions Descriptions

### **10 Principals for Responsible Tourism**

1:00 pm – 1:45 pm

ED MCMAHON

What are the principles that draw tourists to a destination? Tourism is about more than marketing, it is also about protecting and enhancing the product communities are trying to promote. Tourists are done with clogged traffic, look-alike motels and cluttered commercial strips. Find out how a community can maximize the benefits of sustainable tourism while minimizing the problems.

### **National Register Historic Districts & National Register Case Studies**

1:00 pm - 4:45 pm

BARB POWERS, SUSAN TIETZ, CARRIE SIMMONS, MEGAN RUPNIK, & BARBARA WYATT

Join National Park Service National Register Reviewer Barbara Wyatt and the National Register staff from the State Historic Preservation Office to learn about preparing great nominations for historic districts and how to use these nominations to promote and benefit your community. Additionally the federal and state team of presenters will engage the audience in an interactive discussion about the most important topics associated with successfully nominating properties of all types to the National Register of Historic Places. Session topics will be useful to both the beginner as well as the experienced nomination preparer.

Historic District nominations are often the most efficient and comprehensive approach to nominating properties to the National Register, but are sometimes considered overwhelming and cost-prohibitive. This session will cover some of the essential aspects for preparing adequate and reasonable historic district nominations including how to identify defensible boundaries, determining the period of significance, preparing a focused historic context, and providing technical guidance for creating maps, photographs, and other support materials. Plus, guidance will be shared about how to amend existing National Register district nominations to expand or decrease boundaries, change the period of significance, and add new areas of significance.

Evaluating a property within its appropriate historic context and judging historic integrity based upon significance are the keys to successful National Register nominations. The National Register training session will explore these topics through a group discussion of several case studies and conclude with a lively question-and-answer opportunity with the NPS reviewer and SHPO staff. **HSW AIA Credits**

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

1:00 pm - 2:00 pm

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**

### **PACENation: A New Financing Solution**

1:00 pm - 2:00 pm

ANDY HOLZHAUSER

Need up front capital for your rehabilitation project? Property Assessed Clean Energy (PACE) is a new economic development tool designed to allow building owners to finance energy efficiency and renewable energy projects through a voluntary special assessment attached to the property. PACE can provide up front capital for renovations to commercial properties, and it is considered part of the operating costs of the building and not debt financing, preserving other credit options and bringing more capital to the table. PACE is available throughout Ohio and over 30 other states and can pay for new heating and cooling systems, lighting improvements, solar panels, water pumps, insulation, and more for almost any non-residential property. Learn how this tool is being used to revitalize historic downtowns and Main Street communities and how you can pick up the PACE!

## Sessions Descriptions

**Back from the Brink: The Story of the Carlisle Building & a Lesson in Doggedness** 1:00 pm - 2:00 pm

KALPA BAGHASINGH & MELINDA SHAH

People often look at historic buildings and declare "it's too far gone, it can't possibly be saved." This session looks at an 1885 building that survived a fire, structural undermining, water damage, failed renovation attempts, and a decade of vacancy. Finding the right use for the building and carefully integrating modern accessibility and safety requirements all while meeting the strict requirements of the Secretary of the Interior Standards for Historic Tax Credit projects is possible. Agreeing that 'this place matters' and that it should be saved is what kept the Carlisle Building a landmark and prevented it from being a pile of rubble or another hole in a historic downtown community.

**Context-Sensitive Infill Development** 1:00 pm - 2:00 pm

CRAIG GOSSMAN

Historic building renovation is not the only form of revitalization currently underway in our historic downtowns. Interest in new sustainable infill development is rapidly increasing. This session will reveal how developers, architects and downtown management authorities are working together to ensure new development is designed in a context-sensitive & sustainable manner while complimenting the existing downtown retail, entertainment and office tenanting. Creative approaches, design principles & guidelines along with best practice examples will be presented and discussed including an exciting mixed-use project currently under way by the developer in Over the Rhine. **HSW AIA Credits**

**Cincinnati Streetcar Tour** 1:00 am – 3:00 pm

JOHN SCHNEIDER

On September 9th, Cincinnati opened the nation's 10th modern streetcar system. It travels from the Great American Ball Park to the northern reaches of Over-the-Rhine on parallel streets. The \$148 million project was hotly contested –twice subjected to ballot issues filed by opponents and nearly in 2013. But logic prevailed, and the project was finished ahead of schedule and under budget. Its 5 Spanish-made vehicles are the most advanced in the Western Hemisphere.

We'll tour the downtown section of Main Street where streetcar-induced investment is underway. Then we'll go to Over-the-Rhine and head over to Washington Park and Music Hall, where Cincinnati has invested about \$300 million to restore these landmarks. We'll continue our tour with a visit to Findlay Market and an area of intense revitalization made possible by extensive use of Ohio tax credits, as well as brief stop at the next area of major investment on account of the streetcar. You will be amazed by what Cincinnati has done. Wear comfortable shoes. **HSW AIA Credits**

**Beyond the Bricks: An Outdoor Tour of Historic Music Hall** 1:00 pm – 3:00 pm

RAMONA TOUSSAINT & THEA TJEPKEMA

Join us through history and architecture with Cincinnati Music Hall, the Queen of the Queen City. Learn why this monumental National Historic Landmark reflects the spirit of the past and present, when culture and commerce went hand-in-glove. Explore this architectural wonder's details of garrets, turrets, gables, and nooks. Then go "Beyond the Bricks" of Music Hall's design, construction, and architectural styles to its relation to the revitalization of the Over-the-Rhine district. Discover why Music Hall was the envy of the Great Midwest in the 19th-century and the cornerstone of the 21st-century renaissance of Cincinnati's historic heart. **HSW AIA Credits**

## Heritage Ohio Annual Conference

### Sessions Descriptions

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

2:00 pm – 3:00 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**

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

2:15 pm - 3:00 pm

MARY OAKLEY

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.

#### **America in Bloom**

2:30 pm - 3:15 pm

DELILAH ONOFREY & ALEX PEARL

Take your Main Street efforts to the next level with America in Bloom (AIB). Based in Columbus, Ohio, AIB has been an effective community revitalization program by bringing civic leaders, chambers of commerce and volunteers together to plant pride through beautification programs. More than 240 communities of all sizes have participated nationwide, including many members of Heritage Ohio. Learn how your town can reap the rewards through this friendly competition and how the detailed reports from AIB judges can serve as a map for future engagement and improvements. Two of the program’s founders, Delilah Onofrey and Alex Pearl, will cover the program, process and benefits.

#### **Working with Your Elected Officials; Easier and less costly than you may think**

2:30 pm - 3:15 pm

GENE KREBS

How to interact with your elected representatives at the local, county and state level in a timely and cost effective manner.

#### **Code Enforcement and Historic Preservation, Friends or Foes?**

3:00 pm - 4:45 pm

EDWARD CUNNINGHAM

Code Enforcement does have demolition in its tool box to the dismay of preservations. However, nuisance abatement means more than “demolition.” Observe through code enforcement case studies of how nuisance abatement and code enforcement tools are used to preserve endangered historic structures and avoid demolition. Topics include the use of receivership to bring about preservation; The Cincinnati Historic-SOS (Stabilization of Structures) Program; The “at risk” building inventory; the Law Department’s Neighborhood Quality of Life Team, and leveraging preservation through code enforcement partnerships with the land bank and community development corporations. **HSW AIA Credits**

## Sessions Descriptions

### **Adapting Historic Properties: Interior Design**

3:15 pm - 4:15 pm

DOUGLAS FULLER

Doug Fuller will guide you through the basics of designing an adaptive re-use (the process of reusing an old building for a new purpose) interior that respects the time period in which it was originally built. It is possible to be sensitive to the characteristic historic elements of the building while updating the interior spaces for a new use. Whether being adapted as a new retail, restaurant or other commercial or even a civic space, the new space can reflect the original time period of the building on a range from a literal restoration to thoughtful modern interpretation. We will discuss possibilities and show examples of this range as well as discuss the implications these decisions make on the funding/tax incentives and the ability to list the project on The National Register of Historic Places.

### **Economic Vitality 101**

3:15 pm - 4:15 pm

FRANCES JO HAMILTON

Rebuilding the economic vitality of traditional commercial districts is the focus of the economic vitality 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**

### **Land Banks Can Rehab Too!**

3:15 pm - 4:15 pm

MEGAN MEYER

The Hamilton County Landbank was established in 2011 to combat blight and return underutilized properties to productive use. In a key strategic decision, Hamilton County hired the Port Authority to serve as the Landbank's management company, thus combining the tools and expertise of two entities to accelerate neighborhood economic revitalization. In this session we will explore the ways in which the Landbank combines economic development and preservation of buildings, including stabilizing historic structures, leading a rehab program that has re-started the housing market in Cincinnati's Evanston neighborhood, and selling buildings to third parties for rehab. Participants will learn how the Landbank combines these initiatives with its management of several residential demolition programs to fight blight and promote economic development.

### **Historic Structures Reports**

3:15 pm - 4:15 pm

STEVEN AVDAKOV, DEBORAH GRIFFIN, & ERIN RUTH CICERO

What is a Historic Structure Report (HSR) and why does my building need one? An HSR is an important tool that provides a logical long-term plan for the repair, rehabilitation and/or adaptive use of a building. This session will discuss the type of information that is included in an HSR, the stage in the rehabilitation process at which it should be completed, and the value of having an HSR to guide future rehabilitation work. An HSR is also a valuable tool for fundraising, as it demonstrates to potential funding sources that the project has a well-considered, practical plan that will help to ensure the success of rehabilitation efforts. The Unionville Tavern, one of the oldest existing taverns in the state, will serve as a case study for the session.

### **Brewery Heritage Trail Tour**

3:15 pm - 5:00 pm

STEVEN HAMPTON

Join us on a tour of Cincinnati's rich brewing heritage, both above and below ground. This 75 minute walking tour will visit pre-Prohibition breweries, including lagering cellars, while hearing stories of beer barons, brewery workers, and beer drinkers.

### **Findlay Kitchen Tour**

3:15 pm - 5:00 pm

JOE HANSBAUER

## Sessions Descriptions

WEDNESDAY, OCTOBER 12

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### **Programming in the Park: Investing in Civic Spaces**

9:00 am - 10:00 am

[CHRISTY SAMAD](#)

With the renovation of Washington Park in July 2012, Over the Rhine (OTR) has experienced an economic resurgence with vacant storefronts coming back to life, residents returning to the urban core, and tourists making it a destination. Explore a comprehensive approach of operating and programming a successful civic space that has had a direct impact on the surrounding community.

### **Historic Preservation Ordinances: Old Buildings, New Laws**

9:00 am - 10:00 am

[SEAN SUDER](#)

Local historic preservation ordinances are a key tool for preserving Ohio's historic districts and landmarks. Many of Ohio's preservation ordinances are outdated and may not be effective tools for preserving buildings in light of the growing development pressure in historic walkable urban districts and neighborhoods. Ohio historic preservation attorney and consultant Sean Suder provides an update on Ohio historic preservation laws, best practices in local preservation ordinances, and shares his experience and some results from overhauling Cincinnati's historic preservation code (adopted in 2012). Sean will highlight ways that a broken preservation code can undermine preservation efforts and lead to costly and divisive disputes, and ways to plug the holes and bolster the effectiveness of your preservation efforts.

### **PACENation: A New Financing Solution**

9:00 am - 10:00 am

[ANDY HOLZHAUSER](#)

Need up front capital for your rehabilitation project? Property Assessed Clean Energy (PACE) is a new economic development tool designed to allow building owners to finance energy efficiency and renewable energy projects through a voluntary special assessment attached to the property. PACE can provide up front capital for renovations to commercial properties, and it is considered part of the operating costs of the building and not debt financing, preserving other credit options and bringing more capital to the table. PACE is available throughout Ohio and over 30 other states and can pay for new heating and cooling systems, lighting improvements, solar panels, water pumps, insulation, and more for almost any non-residential property. Learn how this tool is being used to revitalize historic downtowns and Main Street communities and how you can pick up the PACE! **HSW AIA Credits**

### **Take Your Seat at the Table: Section 106 Consulting**

9:00 am - 10:00 am

[LISA ADKINS & MARY OGLE](#)

Learn how your organization and community can actively participate and advocate for the historic properties and resources in your community using the preservation tool of Section 106.

### **Too Far Gone Tour**

9:00 am - 11:15 am

[EDWARD CUNNINGHAM & BETH JOHNSON](#)

You've heard it a million times, "That building is way too far gone to restore" or, "Tear it down, it ain't worth the back taxes", etc. Excuses are a dime a dozen. Ed Cunningham and Beth Johnson will lead a tour of historic properties Cincinnati has saved which were once regarded as too far gone. You will learn about legal tools and methods they used: Receivership, Land Reutilization, and Ohio Fire Loss Claims laws; to pull these so called "too far gone" buildings from the abyss.

### **Tour of Historic Netherland Plaza Hotel**

9:00 am - 10:00 am

[HOTEL STAFF](#)

Take a tour of this Art Deco masterpiece, located in the heart of downtown Cincinnati.

## Sessions Descriptions

### **Effective Neighborhood-Focused Small Business Grant Programs**

10:15 am - 11:00 am

EMILIE JOHNSON

The Over-the-Rhine Chamber of Commerce provides business retention and attraction support for small businesses. It seeks to maintain strong, sustainable businesses and increase employment opportunities, while animating the streets and sidewalks of OTR. In this session, you'll learn about the small business grant programs they administer, ranging from \$1,000 to \$20,000, how they got started, their strategies, and how they fund them.

### **Incentives for a Successful Preservation Rehabilitation Project**

10:15 am - 11:30 am

GORDON GOLDIE, GEOFF LEDER, JASON CHAMLEE, & SADIE ERICKSON

Restoring or adaptively reusing historic buildings can bring valuable financial incentives and more favorable loan terms to real estate development projects. In this session, we will take an in-depth look at the power of combining available incentives – the federal historic tax credits and the Ohio Historic Preservation Tax Credit. We will also discuss such practical experiences as closing historic tax credit syndication transactions and choosing a good consultant team to complete historic tax credit projects. Our conversation is meant for those with a basic knowledge of project development. By presenting examples of actual deal structuring for some great historic properties, this session shows you how these and other programs work, how they can function together, and how you can work with the government agencies, investors, lenders, accountants, attorneys, and preservation consultants who can bring these incentives to your project. A portion of time will be available for questions so that participants can apply what they have learned. **HSW AIA Credits**

### **The Value of History: Negotiating Appropriate Mitigation**

10:15 am - 11:00 am

LISA ADKINS & MARY OGLE

Building on the previous Section 106 Basics session, we will address situations where consultation results in having to resolve an adverse effect to historic properties. Learn how your advocacy for historic properties can help to avoid, reduce or mitigate an adverse effect. We will also discuss the delicate balance of losing historic properties while actively seeking historic preservation gains through mitigation.

### **Wishing & Hoping: Attracting the Developer**

10:15 am - 11:00 am

STEVE COON

You have a historic building in your community and are hoping someone is going to rehabilitate it...but who? Where do you find a knowledgeable developer - are they local residents? Or are they out-of-towners? How do you reach them, and what are they looking for from the local community. How do you speak their language? Steve Coon has worked all over the state of Ohio, his projects have been major catalysts for change. He will share the successes and pitfalls of developing a relationship with developers.

### **Small-Scale Tax Credit Projects**

11:00 am - 11:30 am

DANNY KLINGER & TAYLOR STUCKERT

Historic Tax Credit projects are so complicated! How can smaller scale development projects utilize the historic credits at the \$200,000 and \$100,000 levels? How do they manage all the red tape? Can it really be worth the trouble? Danny Klinger and Taylor Stuckert have both survived the process and live to tell you, that you will also survive, and perhaps thrive. Danny rehabilitated an Over the Rhine townhouse for \$212,000 and Taylor managed all the paperwork for a \$68,000 project in Wilmington. If they can do it, you can too.



## Sessions Descriptions

### **UNESCO Sites in Ohio**

1:30 pm - 2:15 pm

ELIZABETH BARTLEY

The Hopewell Ceremonial Earthworks, 9 sites at 3 locations over 100 miles apart, is currently on the US Tentative list as a serial nomination for UNESCO World Heritage status. As plans to submit for nomination move forward, collaboration with multiple communities and stakeholders at the international, national, regional and local scale continues to explore issues and challenges. This session will present the nomination, examine 'value' and potential impacts, and look at the opportunities in Ohio across sectors from local communities, to tourism, to connecting to heritage and revitalization initiatives.

### **Double Feature: Communicating the Importance of Preservation to Construction Contractors & Historic Preservation's Mid-Life Crisis**

1:30 pm – 3:00 pm

LINDSAY JONES & AMANDA GOLDEN

**Communicating the Importance of Preservation to Construction Contractors:** A major topic of discussion among preservationists is the struggle of communicating preservation techniques to contractors. What is less often discussed is that there are frustrations and confusion on both sides, and it has created a huge knowledge gap. My goal is to explain how preservationists and historic property owners can learn to better understand and address the contractors they hire.

Specific information I will be examining includes how the translation of hand skills and experience has been underestimated, how the field of preservation contracting has grown to profit from this "gap" and what it tells us, as well as my own experience with tradespeople in the field and their views of preservationists and historic projects.

**Historic Preservation's Mid-Life Crisis:** With the 50th Anniversary of the National Historic Preservation Act happening in the month of October, now is the time to examine the movements successes, failures, and how to reinvigorate the Historic Preservation Movement as it goes through its own mid-life crisis. Topics covered include: the divergence between protected neighborhoods and buildings and those that are not; the use of preservation as a tool for NIMBY-ism rather than preservation; the effect of preservation standards in making neighborhoods unaffordable.

How can we move through these inequities that preservation has affected while still accomplishing the goal of preserving our historic buildings and neighborhoods?

### **State & Federal Historic Preservation Tax Credits**

1:30 pm - 3:00 pm

LISA BROWNELL & MARIANGELA PFISTER

### **Utilizing the State Historic Preservation Office Online Mapping System**

1:30 pm - 4:15 pm

KYLE SMITH

Learn how to use the Online Mapping System to access extensive historic and archaeological data electronically. This stand-alone web application includes tools for searching historic resources, printing maps and exporting GIS data. Beginners as well as more experienced users will benefit from attending this session to learn first-hand about the site's functionality. Come learn how to explore the full potential of the site.

### **The Incubator with Everything \*and\* the Kitchen Sink: Food Entrepreneurs in the Queen City**

1:30 pm - 3:15 pm

Food, food, and more food is what drives vibrancy in most Main Street districts. Many of our main street culinary entrepreneurs begin in their home kitchen. Tour the Findlay Kitchen, a new kitchen incubator space building on the success of the market, and learn how this incubator is helping to establish new restaurants for Main Streets, educate in food safety, develop solid business practices, and create new vibrancy downtown.



## Sessions Descriptions

### **Living with Local Designation**

2:15 pm - 3:00 pm

BETH SULLEBARGER

This session will provide an overview of local designation of historic districts, the most effective protection for historic resources. Topics will include a brief history of local landmarks law, triggers for local designation, benefits and challenges, comparison with National Register, politics of the designation process, and development of design guidelines.

### **Unlocking the Development Financial Toolbox**

2:15 pm - 3:00 pm

TOBY RITTNER

Development finance is the heart of economic, historic, downtown, urban, rural and environmental development. Without core financing tools, such as bonds, TIF, tax credits, and access to capital, development projects simply cannot move forward. Within Ohio, dozens of unique and innovative financing programs exist to support business, industry, real estate, and community development. These tools, when amassed, administered and assembled in a comprehensive manner comprise the development finance toolbox. During the information packed panel, Toby Rittner, President & CEO of the Council of Development Finance Agencies, will explore the depths and potential for unlocking the development finance toolbox in your community. Don't miss this opportunity to learn about the financing tools that you could be using in your community!

### **Never Stop Improving: The Value of Preventive Architectural Conservation & Maintenance**

3:15 pm - 4:15 pm

ELIZABETH MURPHY, LAUREN BURGE, & ALICE SLOAN

An established approach towards building care, "Preventive architectural conservation," is terminology that encompasses pro-active cyclical building maintenance and monitoring as opposed to re-active restoration and rehabilitation. Architectural writings and conservation literature and policy have emphasized the importance of building maintenance since antiquity, most pointedly first in the writings of Vitruvius (c.100 BCE). Centuries later, the literature and policies of 19th and 20th century are rich with references. Stave off decay with daily care! This presentation will highlight salient issues exploring the status of preventive architectural conservation as a sustainable heritage practice within the United States, and how we can guide historic property owners in successful implementation. "Best practices" from the will be referenced. The presenters' experience creating and implementing a preventive architectural conservation or cyclical maintenance plan at the Edsel and Eleanor Ford House in Michigan will be discussed.

### **Introduction to Main Street Boards**

3:15 pm - 4:15 pm

PANEL

### **Rehabilitation Issues: Overlooked or misunderstood**

3:15 pm - 4:15 pm

JOHN SANDOR

The development process understandably puts projects into review for certification before many of the specifics, both architectural and financial, are worked out, but this can often lead to difficult problems. The feasibility of accommodating plumbing and mechanical systems in unobtrusive ways often is not considered at the early stages of planning, creating situations where the opportunity for appropriate solutions is lost. Other projects begin with removal of materials that are expected to be replaced, but financial limitations reduce the scope of work leaving incompatibly unfinished spaces. Some owners believe that a specific treatment approved as part of one project is something acceptably replicated on another, failing to understand how important the uniqueness of each property is in determining appropriate treatments, or the concept of cumulative effect in applying the *Standards*. We will look at how to avoid some of the more typical ways that projects get in trouble.

## Sessions Descriptions

### **Shopaholics Tour: Street-Level Retail - A Tool for Revitalization**

3:15 pm – 5:15 pm

ANASTASIA MILEHAM

Take a walk up Vine Street in Over-the-Rhine (OTR) and discover over 50 diverse and unique stores and restaurants lining the sidewalks. 3CDC has developed over 373,000 SF of commercial space in OTR and filled its spaces with local flavor. Hear how the retail followed the restaurants, and where it's all headed.

### **Nosey Neighbors: Downtown Revitalization Best Practices**

4:15 pm - 5:15 pm

LAUREN FALCONE

Nosey Neighbors? When it comes to downtown revitalization, maybe it is best to do some R&D outside the Great State of Ohio. Best practices for downtown revitalization and how they relate to a Community and State's overall economic development will be shared through case studies in Ohio (Whitehouse, Ashtabula), Michigan (Adrian, Coldwater) and Pennsylvania (North East, Erie). How do these communities (especially in border towns) stack up with downtown revitalization? Michigan has been working on funding downtown revitalization since the late 1970s. Has it paid off? Pennsylvania has given additional focus to neighborhoods surrounding the downtown. Has it helped? Many Ohio communities have relied on grants and incentives. Is this the answer? Successful funding scenarios past and current will be discussed. Photographs and graphics will be shared. **HSW AIA Credits**

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

4:15 pm - 5:15 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.

### **The Young Developer: Doing It in Buffalo**

4:15 pm - 5:15 pm

BERNICE RADLE

Bernice Radle will describe how she has entered the historic development world and moved up into a more sophisticated projects, such as her current redevelopment of two blocks on Niagara Street - a main corridor in Buffalo, just north of downtown. The neighborhood has problems - terrible slum lords, drug dealing, etc... but is mixed with amazing buildings. By using a master plan, she is piecing together large and small renovations at once. The redevelopment will bring a brewery (using tax credits); privately funded apartment rehabs; a café; and a dance party / hipster social club as well to enhance the street and bring it back to life!

### **Replacement Windows: Managing the Details for the Best Overall Effect**

4:15 pm - 5:15 pm

JOHN SANDOR

The condition of many historic windows makes repair infeasible, and increasingly the historic windows are already gone. Thus, choosing replacement windows is a critical part of most rehabilitation projects. Matching an existing window or just achieving an effect of compatibility where there are no historic windows will inevitably require small visual compromises when working with modern manufactured units. Those compromises are most successful when they are informed by a critical eye for all the details involved. Understanding the components of windows, both historic and modern allows us to make sure that new windows, when needed, support the historic character of the building.