

Massachusetts Historic Preservation Conference 2017



Session 2B

(1:00-2:30pm)

The Building Blocks of Local Advocacy

Gregory Farmer

*Historic Preservation Specialist,
Agricola Corporation*

Erin Kelly

*Associate Director,
Preservation Massachusetts*

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*Historic Board Administrator,
City of Lowell*

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- (2) Find and install:*



**CrowdCompass
AttendeeHub**

- (3) Open the app. (4) Search for our event:*

2017 MA Historic Preservation Conference





Building Blocks of Local Advocacy

Erin Kelly, Preservation Massachusetts

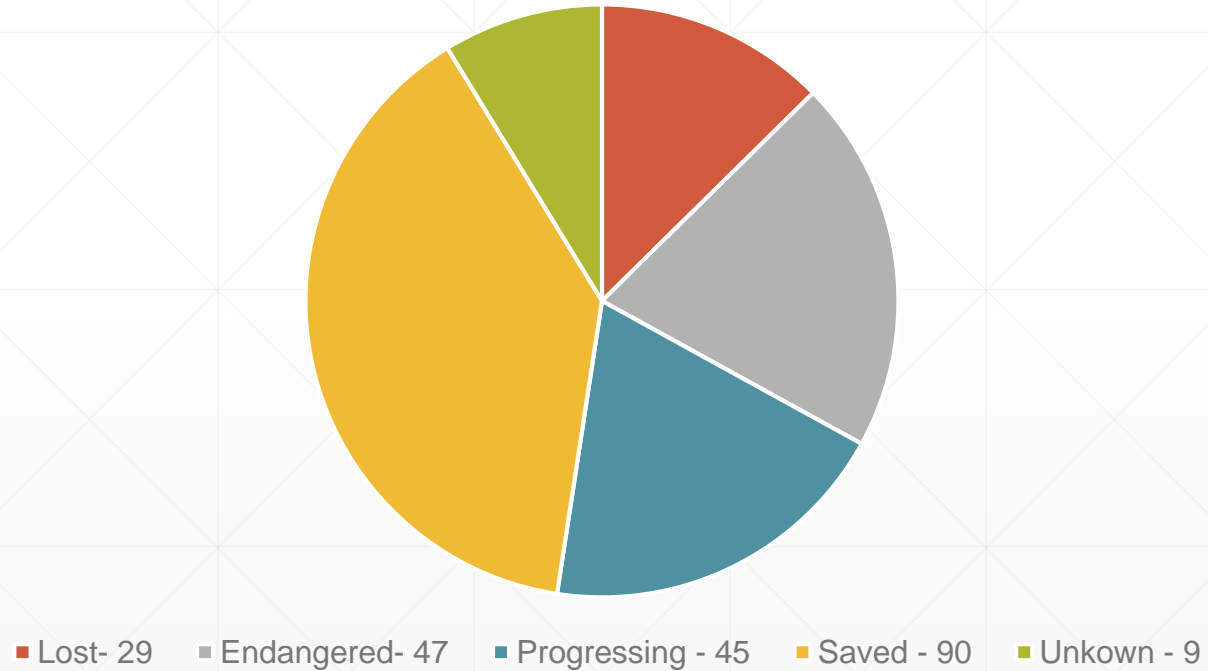
Local Advocacy is Essential!

- Foundation of our preservation community
- Groups like PM rely on local advocates in our own work and program
- Direct ties and stakes in the community/issue
- When teamed up with other community or regional/statewide groups, there is greater chance of success (sometimes).



PM's Massachusetts Most Endangered Historic Resources Program- Since 1993

Listed Resources: 220



MER & Strong Local Constituencies = Greater Chance of Success



- Local advocates have the connections and a standing in the community that an outside group like PM does not have.
- When issues or resources have a team behind them (local advocates, other town groups as allies, local non-profit, PM or similar regional/state group) it brings credibility to effort and shows that there is support and stakeholders involved.

Examples of Local Advocacy & the MER

Ames Shovel Works, North Easton 2008







Alvah Kittredge House, Roxbury 2005

Before



After







Wenham Town Hall 2005



More Constituency Examples...



University of Massachusetts, Amherst
Campus, 2007

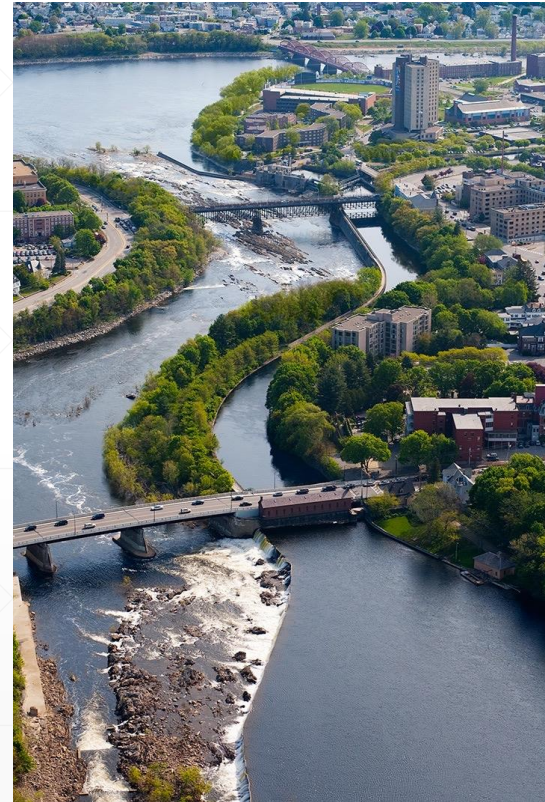


Worcester State Hospital
Campus, 2006

Sometimes even great local constituencies aren't enough....



Mitchell River Bridge, Chatham MER



Pawtucket Dam, Lowell
2010

Without local support, it's hard to progress...



23-25 Elliot Street, Springfield
2010



W.R. Allen House, Pittsfield
2006

Local Advocates Are:

- Essential to more than just the MER program
- May not be who you think of as a traditional partner or advocate
- The best way to promote and educate about preservation
- Important to preservation and charting the course for the next 50 years.



Massachusetts Historic Preservation Conference 2017

Session 2B

The Building Blocks of Local Advocacy Public Support for Preservation

Stephen Stowell Lowell Historic Board
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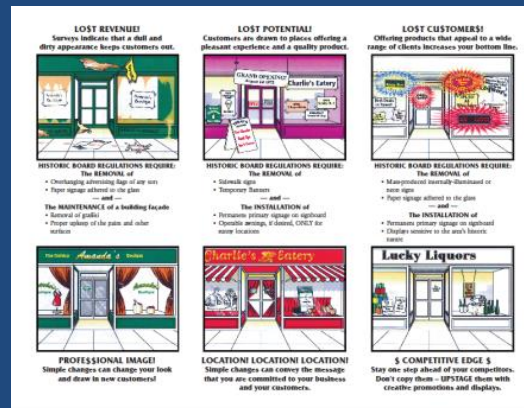
Preservation Is More Than...

- Bricks and mortar
- Design review
- Paint color
- Business signage
- Survey and designation



It's also...outreach

- Public education and outreach are among the most important jobs of a local preservation commission
- Educating the public is challenging, takes time, resources, patience, and creativity...but can be a very fun and rewarding component of commission work
- The greater appreciation the public has for historic places, the review process and the value of your commission, the easier and better for all!



Who Is the Public?

- Applicants and their assembled teams
- Potential applicants
- Elected officials
- Residents and businesses in the community
- Other municipal departments, boards, and community groups



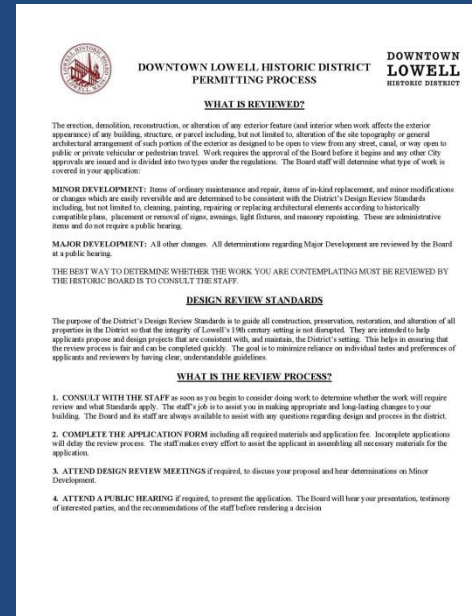
Public and political support is essential in your work

Collaboration and partnerships are imperative

Your efforts must be proactive

Clear Information

- Welcome letter
- “Friendly” annual letter
- Friendly and accessible board and staff members
- User-friendly and accessible educational materials
- Website
- Newsletter
- Social media



DOWNTOWN LOWELL HISTORIC DISTRICT PERMITTING PROCESS

WHAT IS REVIEWED?

The erection, demolition, reconstruction, or alteration of any exterior feature (and interior when work affects the exterior appearance) of any building, structure, or parcel including, but not limited to, alteration of the site topography or general architectural arrangement of such portion of the exterior as designed to be open to view from any street, canal, or way open to public or private vehicular or pedestrian travel. Work requires the approval of the Board before it begins and any other City approvals are issued and is divided into two types under the regulations. The Board staff will determine what type of work is covered in your application:

MINOR DEVELOPMENT: Items of ordinary maintenance and repair, items of in-kind replacement, and minor modifications or changes which are easily reversible and are determined to be consistent with the District's Design Review Standards including, but not limited to, cleaning, painting, repairing or replacing architectural elements according to historically compatible plans, placement or removal of signs, awnings, light fixtures, and masonry repointing. These are administrative items and do not require a public hearing.

MAJOR DEVELOPMENT: All other changes. All determinations regarding Major Development are reviewed by the Board at a public hearing.

THE BEST WAY TO DETERMINE WHETHER THE WORK YOU ARE CONTEMPLATING MUST BE REVIEWED BY THE HISTORIC BOARD IS TO CONSULT THE STAFF.

DESIGN REVIEW STANDARDS

The purpose of the District's Design Review Standards is to guide all construction, preservation, restoration, and alteration of all properties in the District so that the integrity of Lowell's 19th century setting is not disrupted. They are intended to help applicants propose and design projects that are consistent with, and maintain, the District's setting. This helps in ensuring that the review process is fair and can be completed quickly. The goal is to minimize reliance on individual tastes and preferences of applicants and reviewers by having clear, understandable guidelines.

WHAT IS THE REVIEW PROCESS?

1. **CONSULT WITH THE STAFF** as soon as you begin to consider doing work to determine whether the work will require review and what Standards apply. The staff's job is to assist you in making appropriate and long-lasting changes to your building. The Board and its staff are always available to assist with any questions regarding design and process in the district.
2. **COMPLETE THE APPLICATION FORM** including all required materials and application fee. Incomplete applications will delay the review process. The staff makes every effort to assist the applicant in assembling all necessary materials for the application.
3. **ATTEND DESIGN REVIEW MEETINGS** if required, to discuss your proposal and hear determinations on Minor Development.
4. **ATTEND A PUBLIC HEARING** if required, to present the application. The Board will hear your presentation, testimony of interested parties, and the recommendations of the staff before rendering a decision.



LOWELL HISTORIC BOARD

The Lowell Historic Board is the City of Lowell's historic preservation agency. Lowell is similar to many communities across the country that have sought to identify, preserve, and protect their historic resources. In 1931, the first historic preservation review board in the United States was created in Charleston, SC with other early efforts including the National Trust for Historic Preservation with one of its prestigious National Preservation House Awards in 2002 as well as one of America's initial District Distinctive Designations in 2000. And in 2004, Lowell was designated a Preserve America community by the White House and Advisory Council on Historic Preservation.

The Board also maintains a comprehensive survey of over 2,500 historic resources in Lowell; provides technical assistance related to preservation, architecture, and history; is the liaison with the Massachusetts Historical Commission and other public and private agencies and groups; and maintains an active education and outreach program including website, e-newsletter, reference library, publications, house market program, Facebook page, and District Open Lowell, the first such event in the United States when first presented in 2002.

Central to the Board's responsibilities is its design review, permitting, and enforcement authority in the Downtown Lowell Historic District. Since the District's creation, over 2,400 permits have been issued indicating an extraordinary level of change within the downtown. The 3rd Neighborhood

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www.historylowell.net

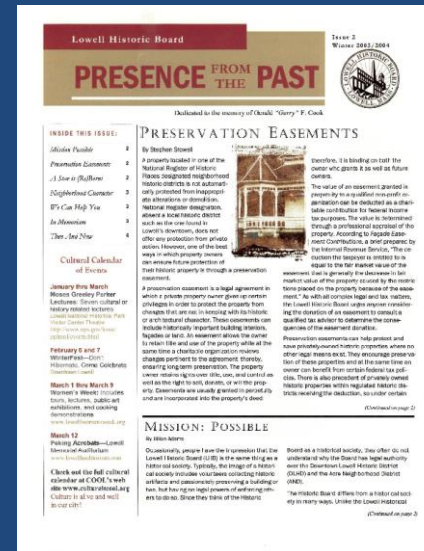
Avoid Preservation Techno-Babble

“Captain, our HDC which is a CLG pressured the SHPO and HUD for CDBG and NTHP funding to mitigate a 106 with the ACHP that was going to adversely affect the historic fabric of the Vulcan embassy with is on the NRHP and also a NHL. And I can’t give you warp speed for another 12 hours!”



Low/No Cost Outreach - Newsletter

- Print = printing and postage costs
- Electronic = no cost



Low/No Cost Outreach – Social Media





Lowell Historic Board added 4 new photos.

Like Page

February 23 ·

It's Transformation Thursday and this week's "then and now" is the former Massachusetts Mills boardinghouse (1839) on Bridge Street. This Federal style boardinghouse is one of only four mill-girl era boardinghouse blocks remaining out of over 100 built between 1822 and the 1840s by Lowell's textile companies. It was one of several boardinghouses on both sides of Bridge Street erected by the Massachusetts Mills and is the lone survivor.



3,624 people reached

Boost Post

Like

Comment

Share



Facebook Trani, Terry Therien and 73 others

Top Comments

15 Shares

3 Comments



Lowell Historic Board added 3 new photos.

Like Page

February 2 ·

It's Transformation Thursday and this week's "then and now" is the Executive Building on Merrimack Street. In reality two buildings, the Vestry Building (ca. 1860s) and the copper-clad Lincoln Building (1923), the Lincoln was among the last commercial buildings built in downtown Lowell before the Depression. In 1964, one of the more egregious efforts at modernization downtown occurred as both buildings were covered with an aluminum grid filled with pink and blue plastic panels interspersed with windows.

An historically sensitive rehabilitation in 1985-86 removed the plastic panels and the copper façade of the Lincoln Building was rebuilt. The Vestry Building's brick façade was also restored and new wooden storefronts built for both structures.



2,667 people reached

Boost Post

Like

Comment

Share



Bhonthip Chan, Renee Giusti and 49 others

Top Comments



Lowell Historic Board added 3 new photos.

Like Page

December 8, 2015

'Tis the season so here's a few more pictures of the 1949 #Lowell Christmas Parade for Throwback Tuesday.



3,444 people reached

Boost Post

Like

Comment

Share



46hn Gonss, John Curtis and 43 others

Top Comments

23 Shares

2 Comments



Lowell Historic Board added 4 new photos.

Like Page

October 17, 2016

Lights, camera, action! This week some of Lowell's historic districts are taking center stage for the shooting of an independent biopic of Dr. William Marston. Known by the pen name Charles Moulton, Marston was an American psychologist, lawyer, inventor, and comic book writer who created the character Wonder Woman. The movie stars Luke Evans as Marston who most recently appeared in The Girl on the Train.

Set during the 1920s through 1940s, filming was taking place this morning on Middle Street in the Downtown Lowell Historic District complete with period cars and costumes. Later in the week, filming moves to Talbot Street in the Belvidere Hill Historic District and at Fort Hill Park in the Rogers Fort Hill Park Historic District. Lowell's historic setting and sense of authenticity continues to be popular with filmmakers!



38,419 people reached

Boost Post

Like

Comment

Share



000y Sky Mac, April Elise Dunnington and 358 others

Top Comments

324 Shares

55 Comments



lowellhistoricboard

Follow

lowellhistoricboard "Watts" up? The completion of the permanent up lighting of the former Central Fire Station's bell tower on Palmer Street, that's what. #lowell #findyourpark #preservation

heather01851 ❤️👍

lva1113 Love it! It looks so great walking around downtown.

54 likes

MARCH 6



lowellhistoricboard

Follow

lowellhistoricboard Final 12 Downtown Lowell Historic District building markers for the year installed today on this gorgeous November day including this one at the "H" Building on Middle Street. A total of 44 have been installed in 2016 with more coming next spring. #lowell #findyourpark #preservation #thisplacematters #architecture

21 likes

NOVEMBER 8, 2016

Toot Your Own Horn – Be Visible and Indispensable

- Annual report to community
- Meet with elected officials regularly and on an ongoing basis
- Linkages with other municipal boards
- Linkages with local non-profits, businesses, and professional organizations
- Annual road trip to view past and current projects
- Attend grand openings and ribbon cuttings
- Invite the press to everything; befriend and train a friendly reporter
- Provide articles on timely topics: maintenance and architectural styles



Preservation in the Streets

- Walking tours
- Behind the scenes tours
- Recognize exceptional work - awards
- Celebrate preservation whenever you can
- Preservation Month
- Find a cuddly mascot



The Crisis

- Inevitably a commission will find itself in a public relations/perception crisis
- Response is key...do not circle the wagons and get defensive

Where history, business collide - Critics say preservation rules put Lowell merchants in a stranglehold

After lightning strike provides Historic Board relief, it's clear how common sense could help improvement projects in Lowell

“...Lowell's capo di tutti capi of preservation...”



The Response

- Instantaneous **In praise of Lowell's success**
- Broad-based
- Print and electronic “Keep Lowell the beautiful, historic city it's meant to be.”
- Community meetings

“Lowell's revitalization began because of and as a result of preservation and the historic uniqueness of the city. It's what makes Lowell Lowell.”

“I moved to downtown in large part because of the historic district. The preservation standards make downtown Lowell what it is: charming, unique. Without exception, friends and family who visit me say how beautiful the city is.”

The Power of Preservation



“We renew buildings to fit the character of the city. Lowell is a historic city. Look at City Hall, the library, and the incredible churches right here in the Acre. People have roots here. The places they knew growing up should be respected. We preserve buildings and provide high quality housing. That’s investing in our community.”

—Yun-Ju Choi, Executive Director
Coalition for a Better Acre

Celebrating our 15th anniversary
Lowell Heritage Partnership
lowellheritagepartnership.org



The Power of Preservation

Lowell is a good fit for us. The city has a rich history, the arts, and a good mix of diversity and young people. We’re getting to be more of a college town. Our style at Persona is clean and simple—forward thinking on design. When it came to our storefront and signs, we had cooperation and smooth sailing with the staff at City Hall. I’m for the old and new working together.

Celebrating our 15th anniversary
Lowell Heritage Partnership
lowellheritagepartnership.org

—Jeremy McKenna
Owner, Persona
Market Street, Lowell



The Power of Preservation

Without historic preservation, we’d have lots of empty buildings in Lowell. Tax credits and low-interest loans help make it more affordable to bring a building back to life. The Park staff and Historic Board have been a tremendous help to me, and we work closely. After 40-plus years, you can still learn and share ideas. I mean, Lowell is a National Park. What’s wrong with a high standard of quality?

Celebrating our 15th anniversary
Lowell Heritage Partnership
lowellheritagepartnership.org

—Nicholas Sarris
Sarris Building
and Construction





PIZZA AND PRESERVATION



**Monday,
February 23
6:30pm**

TreMonte Pizzeria
44 Palmer Street
upstairs function room

We want your ideas! Please join the Lowell Historic Board for an informal evening of dialogue, conversation, and pizza. Exchange ideas and discuss with us the Historic Board's role in the community.

Whether you have an upcoming project, questions, or need technical assistance—you're welcome to attend!



For more information
contact the Historic
Board at (978) 674-1443.



The Lowell Historic Board is the City of Lowell's historic preservation agency charged with the preservation, protection, and enhancement of Lowell's historic resources and context.



Stay connected with the



Lowell Historic Board

On the web at www.historiclowell.net -

for one-stop design, permitting, and historic district information



Through our quarterly on-line newsletter *Presence from the Past* -

for informative articles on preservation projects, Lowell history, and more



And the old fashioned way at -

Lowell Historic Board
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Lowell Historic Board Chair aims to maintain authenticity of Lowell

10 QUESTIONS WITH ... Chairman of Lowell's Historic Board

By Grant Welker, gwelker@lowellsun.com

UPDATED: 05/08/2015 07:18:05 AM EDT

0 COMMENTS

LOWELL -- Richard Lockhart wasn't originally a Lowell guy but has become one over the past 50 years. He was born in Boston, grew up in Natick, and made it to Lowell only to study at the Lowell Technological Institute.

He always had an interest in history, but while he was a student in the 1960s, Lowell National Historical Park had yet to be established, and preservation of the city's mills was hardly a thought. The emphasis on preservation in Lowell changed, and for the past decade-plus Lockhart has played a major role in overseeing that preservation as chairman of the Historic Board.



Lowell Historic Board Chairman
Richard Lockhart

The 69-year-old grandfather of six, who is never seen without his trademark bow tie, also serves on the Planning Board.

Q: How did you become interested in helping to preserve Lowell's historical assets?

A: I just love history. I look at it as an economic development tool. I think people who come here and live here would rather see these buildings redeveloped.

Preservation adds value to Lowell

By Stephen R. Stowell

UPDATED: 07/20/2015 07:36:30 AM EDT

0 COMMENTS

When Lowell National Historical Park was established in 1978, a primary objective was the protection of historic resources comprising the park, the majority of which were privately owned in the park area.

Fred Faust, now the owner of a real-estate company, was on U.S. Rep. Paul Tsongas' staff. "The National Park Service wanted assurances that the city and private sector supported preservation as a policy. It was a contract with the community in exchange for establishing the Park," said Faust.

The outgrowth was the creation of the Lowell Historic Board in 1983, a nine-member commission representing a variety of public and private partners and stakeholders.

"Since the board's creation, nearly \$1 billion in economic development activity has taken place in the National Park and downtown area," noted its chairman, Richard Lockhart. "The board strives to work with applicants on projects both large and small as we have an important role to balance both preservation and economic development interests."

One such project is the recently completed Counting House Lofts on Jackson Street in the former Hamilton Millyard. Working with the project architect on myriad details ranging from windows to mortar and brick color, this team approach ensured that the completed project fit in with and celebrated the historic setting.



napcommissions.org

- Dedicated to supporting local historic preservation commissions
- Technical assistance, list serve, bi-monthly journal, trainings
- Forum 2018 in Des Moines, Iowa July 18 - 22, 2018