Historic Preservation 101 for Local Officials
Housekeeping

**QUESTIONS**
Feel free to send questions as we go along using the chat feature on the left side.

**MUTE**
We’ve muted all participants to avoid background noise. But take a second to doublecheck you’re muted, especially if you’re on the phone.

**POST-EVENT ACCESS**
We will post the slide deck immediately in the RRC Library. We are working to create recordings.

**FEEDBACK**
We will send a follow up survey to gauge the effectiveness of today’s webinar. Please provide feedback to improve future sessions. The survey will be available for 48 hours.
1. Overview of today’s session
2. Introduction: Pablo Majano, MEDC
3. Private Sector: Jessica Flores, Principal, Preservation Forward
4. Public Sector: Nathaniel Nietering, Project Coordinator for the State Historic Preservation Office
5. Wrap Up & Questions
If your community plans for future investment, invites public input, and offers superior customer service, then Redevelopment Ready Communities certification® is for you!
Best Practice 2 (Zoning) evaluates a community’s zoning ordinance and how well it regulates for the goals of the master plan. In this section you’ll find examples of various zoning ordinances which are strong in one or several areas. Please note that zoning ordinances are highly customized documents designed to fit each community. As such, these codes should be used for ideas and examples only. Any language adopted locally should undergo a rigorous review to ensure it fits the desires and language specific to that community.

**EVALUATION CRITERIA 2.1.2**

- The zoning ordinance provides for areas of concentrated development in appropriate locations and encourages the type and form of development desired.

**EXPECTATIONS**

- The ordinance allows mixed-use buildings by right in designated areas of concentrated development.
- The ordinance requires one or more of the following elements in areas of concentrated development:
  - Build-to lines
  - Open store fronts
  - Outdoor dining
  - Minimum ground floor transparency
  - Streetscape elements (trees, seating, pedestrian-scale lighting and signage)
  - Front facing doorways
  - Parking located in the rear of building
- The ordinance addresses historic preservation.
Historic Preservation: 
Thinking like a Developer, 
Loving like a Preservationist

Historic Preservation Webinar
February 6, 2020

Ms. Jessica Flores
Principal

PRESERVATION FORWARD
Who are we now? When we look to the future, do we consider our past?
The evolution of place
We’ve got to look to the past...
Looking to the past...what are our assets? Our Weaknesses?
Historic Preservation and Economic Vitality
It’s not just about the buildings!

• Public spaces need love, too: parking lots, streetscapes, parks, alleys, vacant spaces... built environment as a whole.
Let’s use our bifocals.

The power of two lenses...

• “What attracts people most it would appear, is other people.”

  -William H. Whyte

• “If you plan for cars and traffic...you get more cars and traffic.”
Preservation Viewpoint

“Historic Preservation is one of the most important urbanist movements of the time.”

~Stephanie Meeks, NTHP Past President

• Conservation of the built environment starts at the local level: local supplies, local labor, local history.
Developer Viewpoint

• Barriers to redevelopment
• Market study
  • Inventory of housing, retail, and office space.
  • Surpluses and shortages of uses in the market.
• Demographic information = surprising insights into your community’s needs.
• Fiscal impact study
  • Details of impact of proposed project / cost benefit analysis
Walkscare.

For decades we have ignored the principles of “place”
The importance of P.L.A.C.E.

- People
- Location
- Assets
- Community
- Ethos
People

• Pedestrians
• Kiddos
• Workforce
  • Jobs are the engine of most downtowns.
• Makers
• Doers
• Seniors
  • Lifelong residents
• New arrivals
  • Lunatic fringe
Location

• Main Street (Downtown)
• Natural Landscape
• Periphery
Assets

• Infrastructure and Framework
• What assets helped to form your community in the first place?
  • Built
    • Historic
    • Infill
    • Adaptive Reuse
• Streetscape
  • Beautification
  • Modes of transit
• Tangible
  • Small Businesses
  • Landscape Features
  • Neighborhoods
• Intangible
  • Safe
  • Walkable

People make cities, and it is to them, not buildings, that we must fit our plans.”
JANE JACOBS
Assets

• What are our strengths?
• Who is your community now?
• What is the demographic makeup of your community?
• What have you lost?
• What do you need that you don’t have?
Community

• Sense of community and place
• Civic infrastructure
• History and heritage
• Engagement
  • What do you want to become?
  • What is your vision?
  • Unique potential moving forward?

• Let’s try a different approach.
Ethos

- Community ethics
- Values
- Socioeconomic well-being
- Commitment to “Preserving It Forward.”

- People plan for their community rather than the community planning for its people.
ABCD & the economics of place
A Community Preservation and Economic Vitality Success Story: Howell
A Building Preservation and Economic Vitality Success Story:

Owosso Armory
Think Like a Developer and Love Like a Preservationist

• How will you align the two viewpoints and achieve your goals?

• What can you learn from your colleagues in the same region?

• Going forward will you look at your community through a bifocal lens?

• From those outside of your region?
Love like a preservationist!
Be the change you want to see in your neck of the woods
“The most successful communities are those planning for the future while retaining a sense of the past.”
Jessica Flores
PRESERVATION FORWARD
PO Box 4490
East Lansing, MI 48826
517.220.5144
www.PRESERVATIONFORWARD.COM
Michigan’s State Historic Preservation Office

Nathan Nietering
SHPO Project Coordinator
www.Michigan.gov/shpo
National Historic Preservation Act of 1966

• Nation’s first environmental law

• National historic preservation partnership
  • State Historic Preservation Offices (SHPO)
  • National Park Service, Department of the Interior
  • Advisory Council on Historic Preservation

• Authorized the *Historic Preservation Fund*
State Laws

• Local Historic Districts Act (PA169 of 1970)

• Michigan Main Street Program

• Downtown Development Authority Act
Investing In Michigan’s Future

- Adds Value/Quality of Life
  - Cultural
  - Aesthetic
  - Educational
  - Sense of Place

- Economic Impact
  - Promotes Reinvestment
  - Creates Jobs
  - Enhances Property Values
  - Promotes Tourism
SHPO Structure

Identification and Designation

Incentives and Development

Cultural Resource Management and Planning
But first…

Let’s do a little digging!

SHPO Archaeology Program
Historic Preservation is a Process

- Identification
- Protection
- Designation
- Incentivization

Dynamic & Ongoing
Why Survey?
Sometimes a property just isn’t eligible
Then again…
National Register of Historic Places

36 CFR 60.2:

• An authoritative guide to be used by Federal, State, and local governments, private groups and citizens to identify the Nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment.

• The National Register was designed to be and is administered as a planning tool.

Important to know:

• SHPO nominates properties but does not list them – we are not the final authority
Ionia Downtown Commercial Historic District, Ionia
NRHP 1994
Rosa (McCaugley) and Raymond Parks Flat, Detroit
Upper Twin Falls Bridge, Michigan-Wisconsin Border
NRHP 2012
Lighthouses
Pere Marquette 1225, Owosso
NRHP 1994
NORMAN Shipwreck Site, Presque Isle
NRHP 2016
Development and Incentives
Federal Historic Tax Credits

• 20% Historic Rehabilitation Credit retained by the PL# 115-97 of 2017

• Available to:
  • Depreciable end use properties
  • National Register listed properties
  • Substantial Rehabilitation
  • Consistent with the “Standards”
Development and Incentives
Federal Historic Tax Credits – Owosso Armory
Development and Incentives
Federal Historic Tax Credits – Cadillac House Hotel
INCENTIVES

Michigan Lighthouse Assistance Program (MLAP) Grants

- Planning and Rehabilitation Grants
  - $60,000 maximum award
  - 50% of grant award match required
  - Governmental units and non-profits

- Funded by the “Save Our Lights” license plate
  - Over $2.4 million awarded since 2000
  - $25 from each new plate and $10 renewal to fund.
SHPO receives a portion of its annual budget from the Federal Historic Preservation Fund.

Mandated to pass 10% of annual Federal allocation thru to CLG’s

- Approximately $120,000 in annually funding.

Funds available only to CLG or community based non-profit organizations.
National Historic Preservation Act (NHPA) of 1966
Section 106 of the NHPA

What does 106 do?

• It essentially grants legal status to historic preservation in federal planning, decision-making, and project execution.

• It requires all federal agencies to take into account the effects of their actions on historic properties.

• The responsible federal agency must consult with appropriate state and local officials, Indian tribes, applicants for federal assistance, and members of the public and consider their views and concerns about historic preservation issues when making final project decisions.
Establish the Federal Undertaking

A federal “undertaking” is:

- An activity that is funded, whole or in part, by a federal agency; or
- An activity that requires a federal license, permit, or approval; or
- An activity that is administered by a federal delegation, or with federal oversight.
Local Historic Districts

- Michigan PA 169 of 1970
- Enables communities to establish local historic district ordinances to protect historic properties and incorporate preservation into community planning
- Establishes district study committees and district commissions
- Local decisions may be appealed to state HP Review Board
Five Year Planning

- Required by National Park Service as a condition of our funding
- Driven by stakeholder and public participation
- Statewide plan, not a plan for SHPO
And we like to eat!
Virtual Office Hours
Every other Tuesday (see www.miplace.org/events for details – bottom of the page) | FREE
MEDC Community Development staff will be available to answer questions, talk through potential projects at a high level, or just hear what’s on your mind related to community development.

MiPlace eLearning Webinar Series
Next session: March 18 | 10:00am – Top 40 Best Practices for Downtown Management | FREE | REGISTER
Successful downtowns do not occur without a community’s strong dedication to continued revitalization and management efforts. This webinar will discuss 40 tips your community can use when creating a successful downtown. See the full list for 2020 at www.miplace.org/elearning.

RRC Best Practices 4/5/6 – Downtown Lansing
Tuesday, March 03, 2020 | 8:30am – 4:00pm | FREE | REGISTER
Join RRC staff and outside presenters to learn more about RRC Best Practices 4/5/6. Light breakfast and full lunch provided. Great for new officials, staff, consultants or anyone looking for a refresh. See additional training sessions at www.miplace.org/events.
Thanks for joining us!