

Cruising the Commonwealth
Salem, MA
July 26, 2017
House of the Seven Gables

Welcome

CR Introductions

5th stop on Cruising the Commonwealth

CTC rationale, time for PM to get out of the offices and say hello, listen, etc.

Share challenges, thoughts, trending issues, etc. 4 stops made have been very productive. Seen a lot of similarities and different priorities,

Introduce Chris Skelly at MHC.

CS- intro, director of local govt programs, works with all 351 cities and towns, appointed boards and commissions as part of large cities, small towns, lots of phone calls and emails, etc. Materials that are most useful at the local level.

EK- about CTC, PM programs

Introductions

This helps us build a preservation network.

Discussion: Question A

HSI - preservation challenge, development pressure. It is development in historic contexts. Individual buildings that are historic, are recognized and preserved, concerned about neighborhood preservation, character of downtown, or historic neighborhoods, or places that don't necessarily have designations, there is development pressure, biggest battle they are fighting. A lot related to zoning, not being preservation as an important part of economic development, want to see improved

Danvers - development pressures, because of older homes are on larger lots, see the home as a teardown. maximize ROI. No one sees these structures as an investment in the community. Limited vision for the community, development vision is more important or regarded than preservation of a culture. See community have more invested in preserving cultural heritage.

Public awareness and understanding

Not seeing preservation as important as business

Reading - state does not support HP with 40 B. making the suburb environment the city environment. Very difficult place to be in, people want homes in beautiful area but they destroy it to make more housing...

HSI- idea in Salem, conversation about providing housing, jobs and transport in an equitable way, that equity should expand to include people living in a neighborhood, development should increase the sense

of neighborhood, rather than crating a sense of separation... the neighborhood. The physical space that people live in is an important part of that experience, included in the development vision

Neighborhoods are being changed by development: Changing streetscapes. Neighborhoods are what made Salem great place to live. It's uniqueness, immigrant city, everyone mixed together and got along. Development pressures are high. Zoning

Preservationists are always fighting, not well received. how do we change that attitude so people would embrace preservation, rather than oppose it?

Salem has a lot to give, but maybe we should teach preservation in schools so the younger people know what they have.

Swampscott: not just the developers, homeowners themselves, that go to do renovations projects, just want to demolish and rebuild. Struggle with means to encourage or any type of preservation redesign or reuse. Age and place, did not want to consider architects...

Incentivizing homeowners

Homeowners liked the spot and waited out the demo delay, not just the millennial and all ages, not showing a lot of respect for preserving their homes. the homeowners harder to impose restrictions on.

9-month demo delay, provide resources, design options, lots of good local archs. May or may not care. No enforcement policy. At the end of the day, if they want to demo, or obliterate historic elements, they can, no recourse.

Successes?

Do give out preservation awards, acknowledge good work or maintenance...

There will be a rise of aging in place properties.

More resources we can provide the better, design and affordability of being able to do that.

Homeowners, instances where it is both new residents and people who have lived in town but also want to do something to their home.

Expansion of local historic districts across the state? Demographic of LHD's are changing...

CS- MHC - a couple calls, about downward trends. Yes, a lot of local HD" s established in 70's, once they were in the fold, protected most significant areas

Past decades, haven't seen a downturn, lots of expansions over the years, more expansions than actual establishments.

Lot of single building LHDS', s lots of people pushing those?

Some people wanted it, some owners opposed it. Function of local legislative body, it can pass.

HSI- muster a stronger voice at the statewide level - MAPC - mandate included nothing about historic preservation, goal is to change this. Regional planning starts to consider the planning and issues that are

brought up here. Influence on how development occurs and what might to be the models for development, creating more of a neighborhood feel, Salem dealing with many neighborhood blocks, transit ownership or short tenure, with a lack of engagement with the city, way to improve it with scale and neighborhoods and features like parts and whatever that are close by, make people stay longer and have an investment in the neighborhood.

Needs to be at the MAPC level, like them to consider discussing this in one of their forums, conversation came to building community, unanimous and didn't make any difference if you were in a rural or urban or suburban....

Salem -Salem, great opportunity for the north shore groups to work together. First time I have known of everyone to get together in the first place. Info readily available for creating networks, love to see this type of dialogue continued more than once every five- ten year, would be great to meet more frequently.

JWI- described the idea from the Barnstable - better networked and bringing all the voices together. Stacia discussed the WMHCC , background and function.

PM, MHC and three regional planning commissions - several meetings per year, 1-3, opportunity for anyone to attend, continuing education, surveyed people to see what they were interested in. App for people to get together and make connections. A lot of time people are facing the same issues or have dealt with similar issues.

CS- regional planning agencies, could be a great regional partner with HP issues, the model in WM working well for training. Worked with CCC, 13 regional planning commissions in MA, it is great to have a local partner who can bring in people from their own networks.

MAPC- a couple of years ago we did a preservation forum sponsored by MAPC - highest attendance, over 100 people. things are bubbling up, speaking with staff next month.

CS happy to assist, needs a local or regional partner.

Planners, need to pull them in so they are aware and appreciative of historic resources, and

zoning is a tool, for design criteria, sizing.

Property rights, you need to affect that in certain ways. work with the laws that we have, zoning is the tool for land development. working with planners and planning boards in community is important. Not easy, work with them. squeaky wheel. Salem does well is that you don't want to always be viewed as the people who prevent things from happening, it's all or nothing and we don't compromise is not a productive mindset or way to act.

Programs with HSI and Danvers, are very well needed, education and go to the kids, Educational programs (used to do more of) because of school requirements with MCAS, pushed to the side, used to be a preservation course for 4th grade. historical society runs programs with schools, education, going for the young children, good planning board contacts and keeping in the back of the mind, there needs to be compromises.... d

design criteria - the way to go.

How do you see design criteria incorporated through zoning, site planning, etc.

Swampscott - zoning isn't an issue, how do you incorporate that.

Appearance can come up in zoning requirements.

HSI- urban renewal, outgrowth, projects are proposed will go through review process with a subcommittee of the planning board, one of the problem is that an urban renewal district be expanded...

Swampscott - establishing historic districts

PK- some communities with mcmanion bylaws, triggers in zoning, special district, variance,

Zoning is a tool to use, get in writing and a policy and process how do you want to go about preserving something or protect the character of a space. Zoning is the biggest planner and developer tool. Not the only,

Consider: bigger ideas and how our interact - we need to rethink historic preservation, the only student who thinks HP is good. HP as the "no" it must stay the same.

How do we community, what is preservation trying to communicate to your community and your people. The houses, look for precedence... most design projects start with a precedent.

Once you get an idea of what has been done... create a type of place to hear and share what's going on. How do we communicate, we see structures and places as important for city and culture, but do the people who live there know it? Understanding what the community wants and needs. Who is benefiting from me saving this house, structure. How to community and gather up, who is this for and how can we reach them. Know the community (constancies) community is changing, demo info is important but dated. due diligence, understand their vision for their community.

partnerships ad collaboration - Cape Cod Modern House Trust - save some but not all... People want the same things, you just need to bring them to the table. You can't do this alone.

JG- shamelessly steal from others...

Working with architects, get students who are studying planning or arch, get ideas. Students are an untapped resource - we need outside input and resources.

Development pressures how do you work with developers, when you are trying to maintain a quality of scale, but people want new houses, restaurants and walkability

CDA, come to the developer and say this is what we are invested and how to contribute to the community. future of getting support from private development getting at the table, we are concerned community pushback, how to collaborate and work with the developers.

Salem - Community Benefits Agreement with developers, etc.

securing funds for incentive. make it easier for people to understand ad work though process. needs to be more transparencies.

education and transparency.

come to the table, be collaborative, ask for something, push developers to meet community needs.

Local level transparency,

hand holding, assistance.

have a conversation about alternatives, design, archs, and be an understanding and supportive resource.

Have you considered...

If people are heard, if they know they are heard and understood, that is a better way to handle bad news and difficult issues.

Homeowners are getting info and education from the industry. Modern replacement windows...

Windows- we don't have first growth forests, they may not last. - alternative materials
Salem workshop on replacement materials - session at conference

People must be open, but also realize that maintaining what you have can yield better results.

Symposium: getting the info to the public, saying don't just tear out your windows, you should fix them, here is why. IF you must replace here are things to consider.

Swampscott - repository of recommended vendors or specialists in some of these areas

EK - preservation directory

More craftsman geared.

Incentivize or assist homeowners -

JG- we are going up against a behemoth industry. People's sense of longevity is waning, this will last 10-20 years is ok

Education piece is what counters the marketing piece. preservation has missed some of the opportunities... Education

HSI- don't have the money to generate data from similar communities, anything they can use, what happens to properties when historic preservation is implemented.

Economic benefits of historic preservation - good to have a new report done

Report for the state

Have the state drive this, it gives us a structure or similar approach idea, but within gate structure too look for, local coalitions but a state vehicle, education and advocacy to drive it.

Mass List Serve is helpful for getting people out there.

Greenlawn - WE come from a totally different perspective - preserve things in cities that are not being attended to, reactive not proactive. Part of the things that I see, want things are designed through cities, step wise and backwards, vs forwards. reactive rather than proactive. Here to learn how cities can work

better to preserve what they have, including houses and districts but they have their own municipal buildings for taking care of their own resources, as a city and state, a better way to look at what towns have and how do we help them preserve the resources they have. Education is a way to do that, how to be proactive.... synch up with demos...

give info to new homeowners, how the historic commission works, how the city works with HP, city is a preservation city, what are these things going to be used for,

JWI- we hate having to be reactive.

JG- describe the CR program - people can reach out about anything. We won't fix the problem for you but we can give resources. - third party validation. Different with cities and small towns. -

value put on someone from out of town.

SC- more info

Worked with any groups like friend's groups...

JG- we often get calls with very late timelines...

Accept the reality is reactive and proactive...

We ultimately can teach people how to be proactive though the reactive connection and issue...

HSI- JWI experience with HSI's MER program.

Don't throw anyone under the bus....

HSI - PM will pick priorities and process...

How can HSI be of help to you

JWI- the larger organizations, like HSI, WHALe, PW, etc., we learn a lot by what you are doing in your cities, to have that kind of work that's being done by the local organizations gives us an opportunity to partner in, that have existing programs or have and exiting program,

How can HSI help the statewide organization...

Communication and networking

Danvers - train station - for demo...

6 months to find a home or new owner, willing to donate structure, Townshend Oil Company, compromised free structure, don't have the funds to restore it.

PK- curatorship program, long term lease, like DCR

What is the use of the building? What is the building programming?

Danvers - not a climate of support, a lot of finger wagging

People won't be supportive of it until it's the last minute....

Giving the train station away... it's a loss for the community, rather time it away than have it be destroyed.

Facebook page. happy to disperse the info.

Very unclear what the structure what would be... why is saving this building important...

Preservation visioning, what do you see for what you are saving, the act of getting something that you need to save is still reactive... move the visioning up in the process. this contributes to community need.

planning, don't just reactively save it, have plan or know what needs are. operate in tandem with, think about what this is going to look like 20, 30 years from now. 100 years... what the part needs to do in what is going to look like in the future. model in which we can think about what we are doing know and plan for what we are doing in the future... setting ups system where people are looking at what they can be doing, rather than what we must do.

How should we be using assets for the future, harder for a smaller organization - Great Barrington Church

Work with resiliency and planning for the future

Climate Change:

Session at conference...

BE someone who preserves in a high dynamic environment.

The next generation - how do we shape preservation, expand the conversation....

NYT - in praise of maintenance - people are encouraged to do new and exciting, and applying it to maintenance

A lot of the world is older, how do they take care of things...

HNE- big city sessions...

Reading - two sets of issues

one - individual issues trying to save individual properties

start - if the buyer will provide funds to do stuff in the area, development is buying friendships... finding that there are rules brought to us by the government where the zoning board cannot work - (one stop permitting), Two different battles,

state - coding, 40B needs to be taken care of in big chunks, we need to coalesce together

State economic development council - invited all the politicians' stakeholder, mind set so far removed from preservation, anything MHC can say we would like preservation in their philosophy, HP gets the short end of the stick.

CS- ask the question, as a preservationist, do you believe you are on the side of angels.

Are we right and holier than thou, everyone else is in the wrong?

Double edges sword.

maybe we should think about

CS- as preservationist, we need to be careful when we use the word should... we already use that word too much.

HP- no free pass, we also need to show up at town hall.

Money talks - changes the character of the city... appreciate the past and the effort that created this effort, the stories, isn't being right...

As soon as you think you are on the side of angles, you are at a disadvantage, there is a process ... you feel that there is something. all kinds of political views and we must be part of that reality or process.

Just making for a seat at the table.

Reactive... we have accepted being reactive. as our mode of operation...

Formaldehyde mind set...

Developer must have some sense of the community...

Reimaging wheat preservation is doing for your community, brining money and jobs to the city... at the end of the day the city needs money... why not imagine how HP cannot be profitable...

being competitive... when you go to the table, you need to bring resources, how can HP bring something to the table...

Education. that is the windows, that is here is why this is good, and here is what you can do. how the advocacy and education. getting out to the public, HP is not your enemy, we are not standing in the way, may be more upfront, better for people as community and visitor and homeowner, HP is your friend and here it is in the

combative nature...

working in different parts - part of that is coming from MHC, that from experience, anytime I had to work with SHPO, anytime we push back against something, crickets from SHPO.

sometimes we have to be the enemy and say you may hate us but trust us you will benefit from this in the future.

we need to work with others but we are not to subvert our own goals.

In Europe they revere their historic sites, certain value on a lot of historic existing structures to preserve and retain that. Need to appreciate that more, NPS, strong advocates to establish these lands

Our responsibility to hold that position and perspective to bring it to the table and work with people but not to subvert the goal and sometimes we'll lose or make a concession.

role of the preservationist is to represent the value of the area and lands...

I do look for state support, more moneys to help with communities and I don't think we should always be caving to development.

Do the environmentalists have to sit around the table like this...

Look over to the land trust community, for inspiration and how they work. their priorities are the reverse. They do outreach, ID what are the important and sensitive historic sites, bundling a constituency and fundraising.