

Preservation 101



THE ADVOCATE FOR NEW YORK CITY'S HISTORIC NEIGHBORHOODS

The Historic Districts Council is the advocate for New York City's designated historic districts and for neighborhoods meriting preservation.

HDC is dedicated to protecting the integrity of New York City's Landmarks Law and to furthering the preservation ethic.

Formed in 1970 as a coalition of individuals and community groups from the city's designated historic districts and potential historic districts.

Primary constituency of over 500 neighborhood-based groups.



What HDC Does

Community Outreach
Education
Advocacy



Community Outreach

Provide strategic advice for community groups

Arrange forums for communities to meet their elected officials



Education



Annual Conference on Broad Preservation
& Planning Topics

Regular classes and programs:

Community Organizing
Building Research
Political Outreach



Advocacy

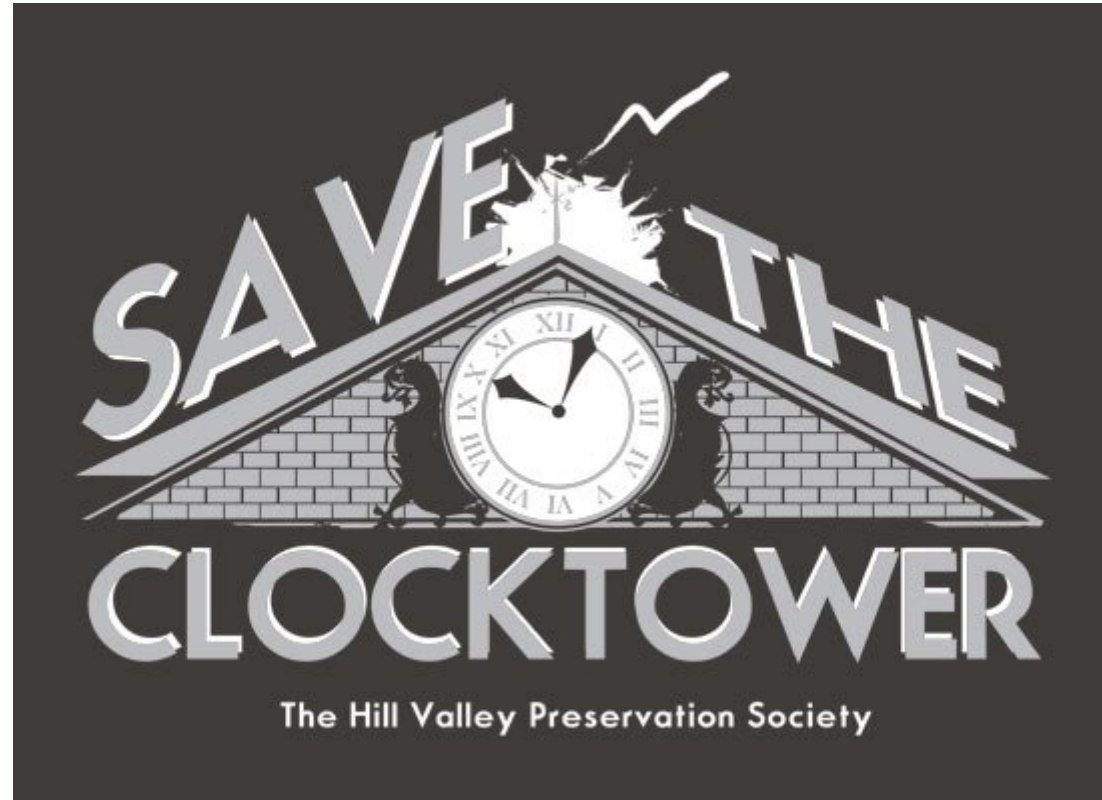


Review & Testify before public agencies about plans affecting historic buildings

Advocate for the designation of specific neighborhoods and buildings



What is Preservation?



Preservation is the idea that the retention and perpetuation of the physical evidence of history is a societal good.

Preservation....

- Creates a foundation for community-building
- Engages people with the existing physical environment
- Provides anchor points in the vastness of time



Preserving historic buildings has a multitude of social and economic benefits.

Historic Preservation Attracts Visitors

54.3
MILLION

**The number of
people who visited
New York City
in 2013.**

Source: NYCgo Visitors (international and domestic) to New York City in 2013
<http://www.nycgo.com/articles/nyc-statistics-page>

Historic landmarks throughout the boroughs attract both international and domestic tourists.

27% Domestic tourists visited historic landmarks

50% International tourists visited historic landmarks

89% International cultural tourists took sightseeing tours*

36% International Cultural tourists took guided tours

Washington Square Arch



Source: NYO & Company 2012

*Cultural tourist choose to visit a city for reasons besides business or family.

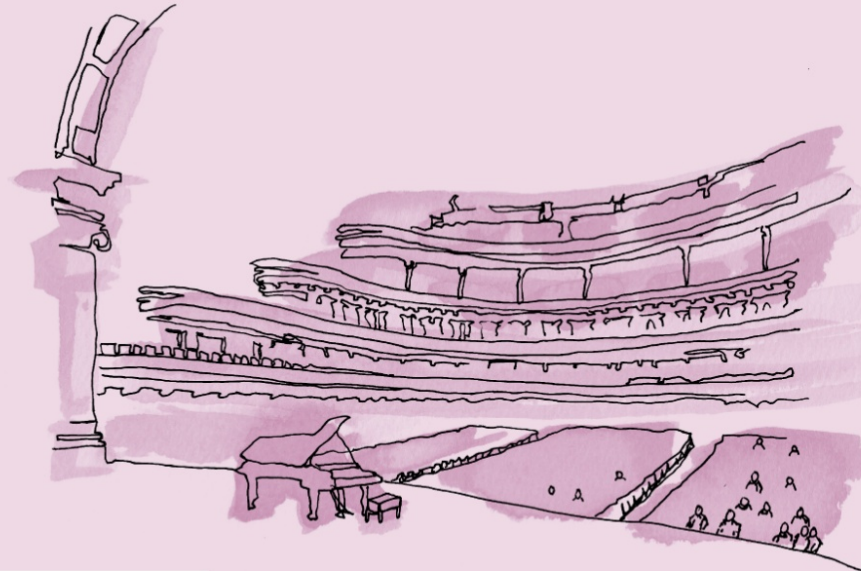
Historic Preservation Enhances Tourism

\$38.8
BILLION

**The amount visitors to NYC
spent in 2013, generating
\$20.6 billion in wages.**

Source: NYCgo Visitor spending (international and domestic) in 2013
<http://www.nycgo.com/articles/nyc-statistics-page>

**Historic landmarks
are tourist attractions.**



Carnegie Hall

SHOPPING
Soho, Madison Avenue,
Atlantic Avenue

HISTORY
South Street Seaport,
Historic Richmond
Town, Apollo Theater

CULTURE
Metropolitan Museum of
Art, Bronx Zoo, Museum
of the Moving Image

ARCHITECTURE
Tribeca, Brooklyn
Heights, Sailor's
Snug Harbor

PERFORMANCE
Carnegie Hall, Broadway
Theaters, Radio City
Music Hall

NYC ATTRACTIONS
Statue of Liberty,
Empire State Building,
Brooklyn Bridge

Historic Preservation Supports Better Jobs

24,251
NEW JOBS

**Construction in NYC led to
10,893 construction jobs
and 13,358 permanent jobs
from 2001–2013.**

Source: New York's New York City HTC map and economic Impacts and list (2014) State Rehabilitation Credit Map List. www.preservationnyc.org/take-action/advocacy-center/additional-resources/historic-tax-credit-maps/new-yorks-new-york-city-htc.html#VkuTIXv3I2g

**Historic Preservation creates
proportionally more jobs, and higher
paying jobs than new construction.**

HISTORIC REHABILITATION	VS.	NEW CONSTRUCTION
60–70% Labor 30–40% Materials		50% Labor 50% Materials

Crown Heights Neighborhood Storefront



Source: Donovan Rypkema, "Sustainability and Historic Preservation", 2007

Historic Preservation Generates Investment

20%
CREDIT

**The amount historic
properties can receive in
federal tax credit
for substantial renovations.**

Source: nysparks.com/shpo/tax-credit-programs/

**Historic tax credit generates reinvestment
in New York landmark buildings:**

\$550M

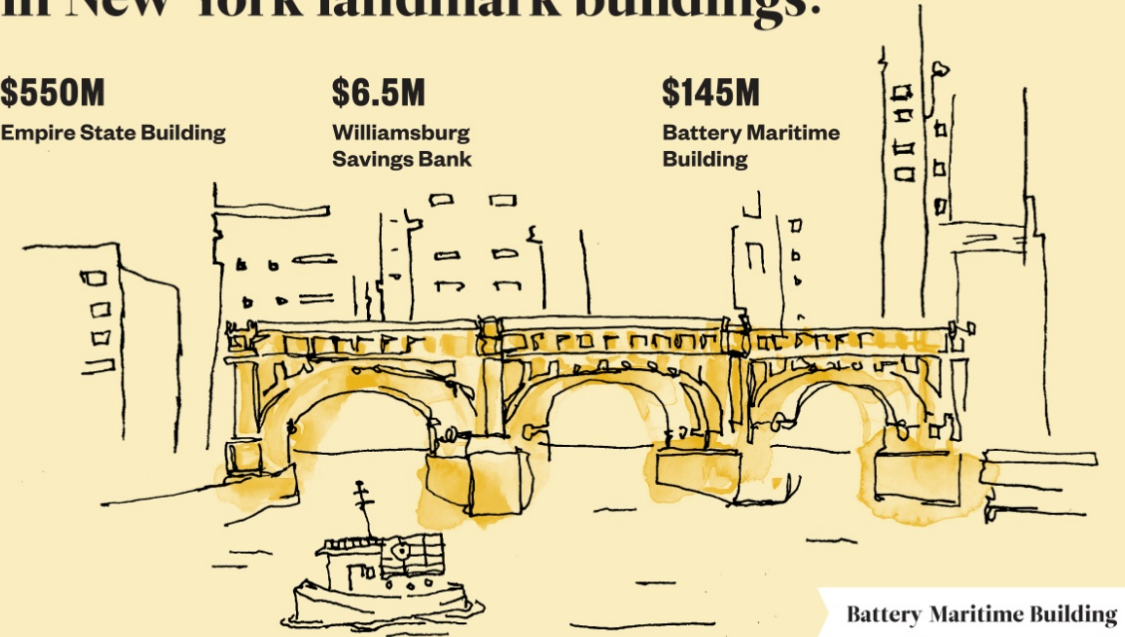
Empire State Building

\$6.5M

Williamsburg
Savings Bank

\$145M

Battery Maritime
Building



Source: Preservation Works in New York State.

The Real Importance of Preservation

The continued existence of a physical past is essentially important to the stability of a shared culture.

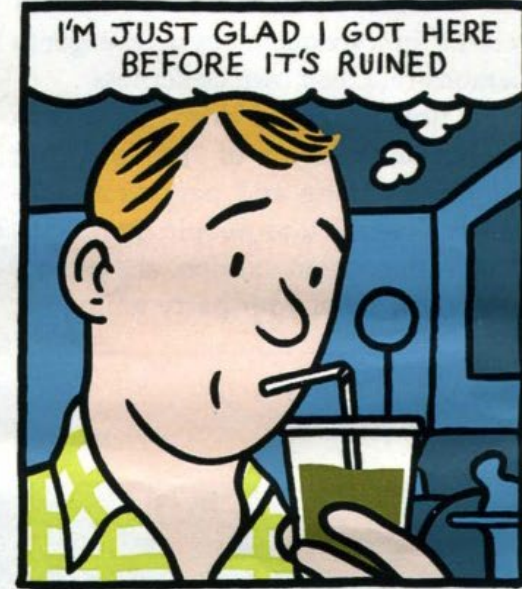
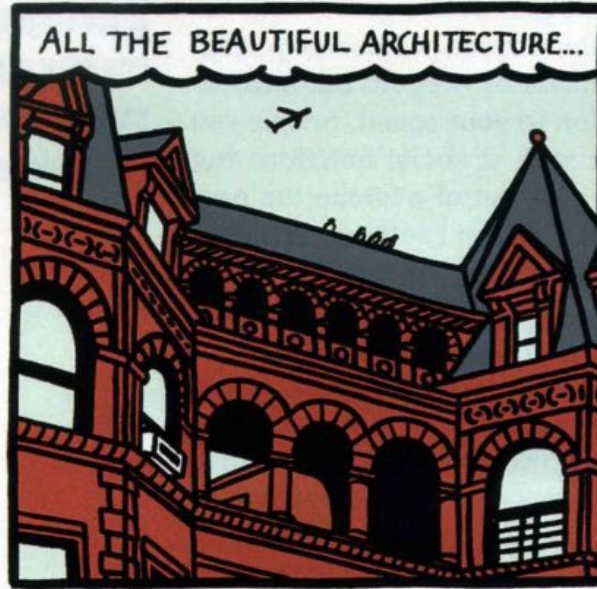


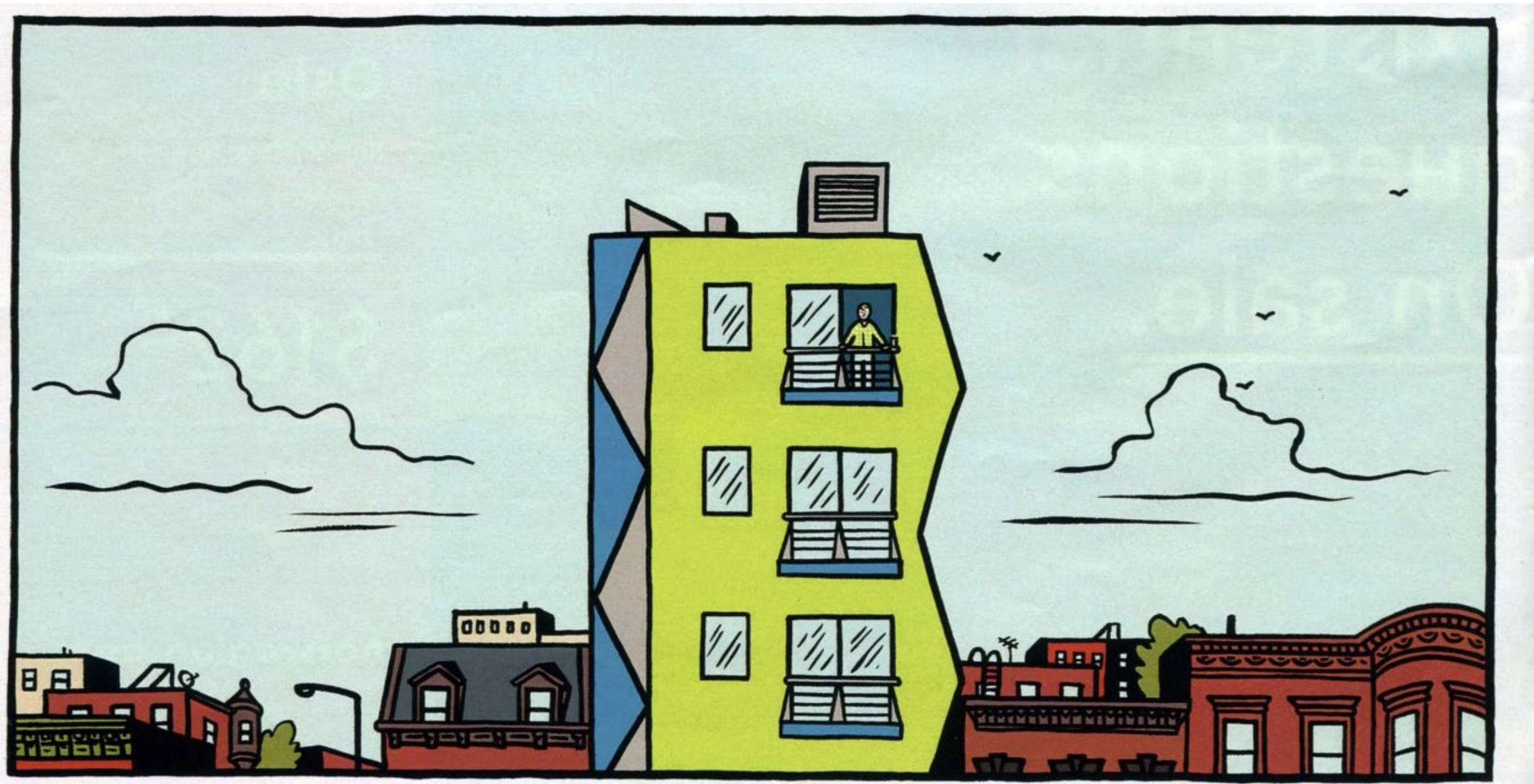
“It’s an ugly thing to live in a timeless place”

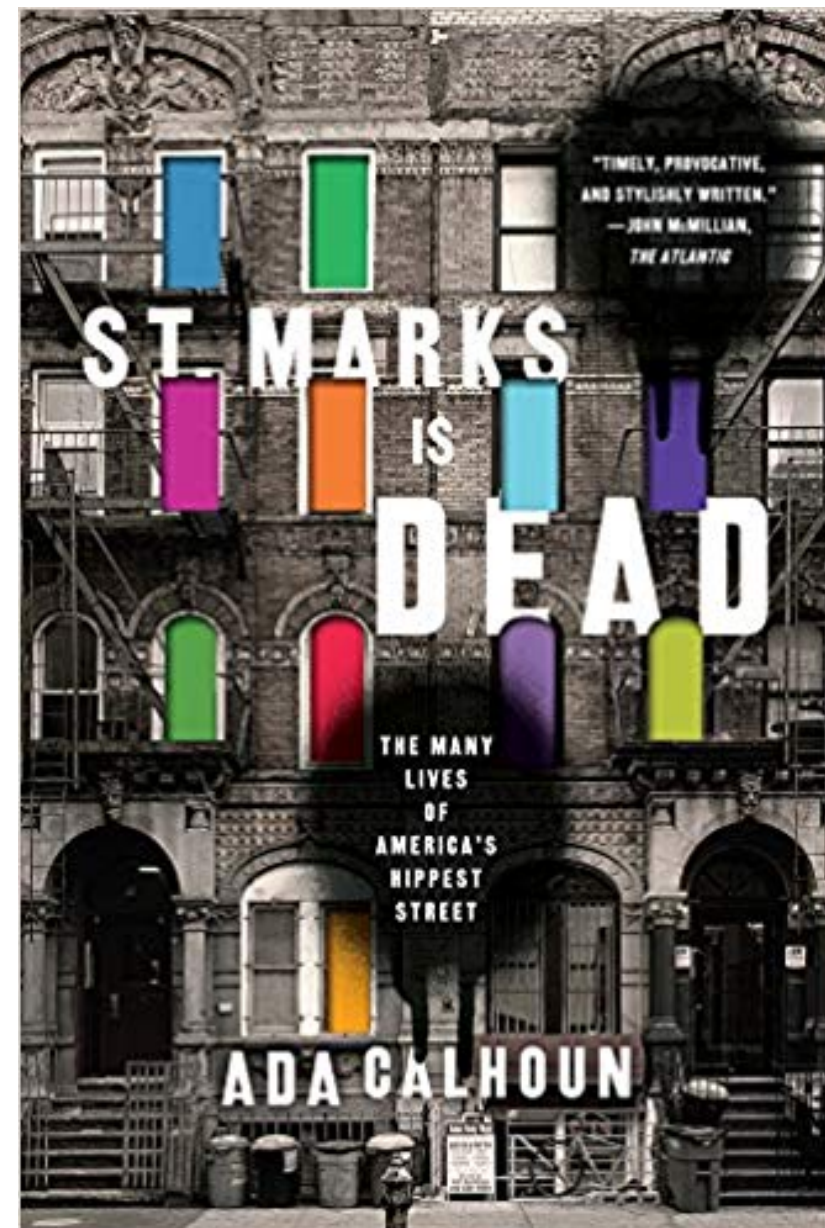
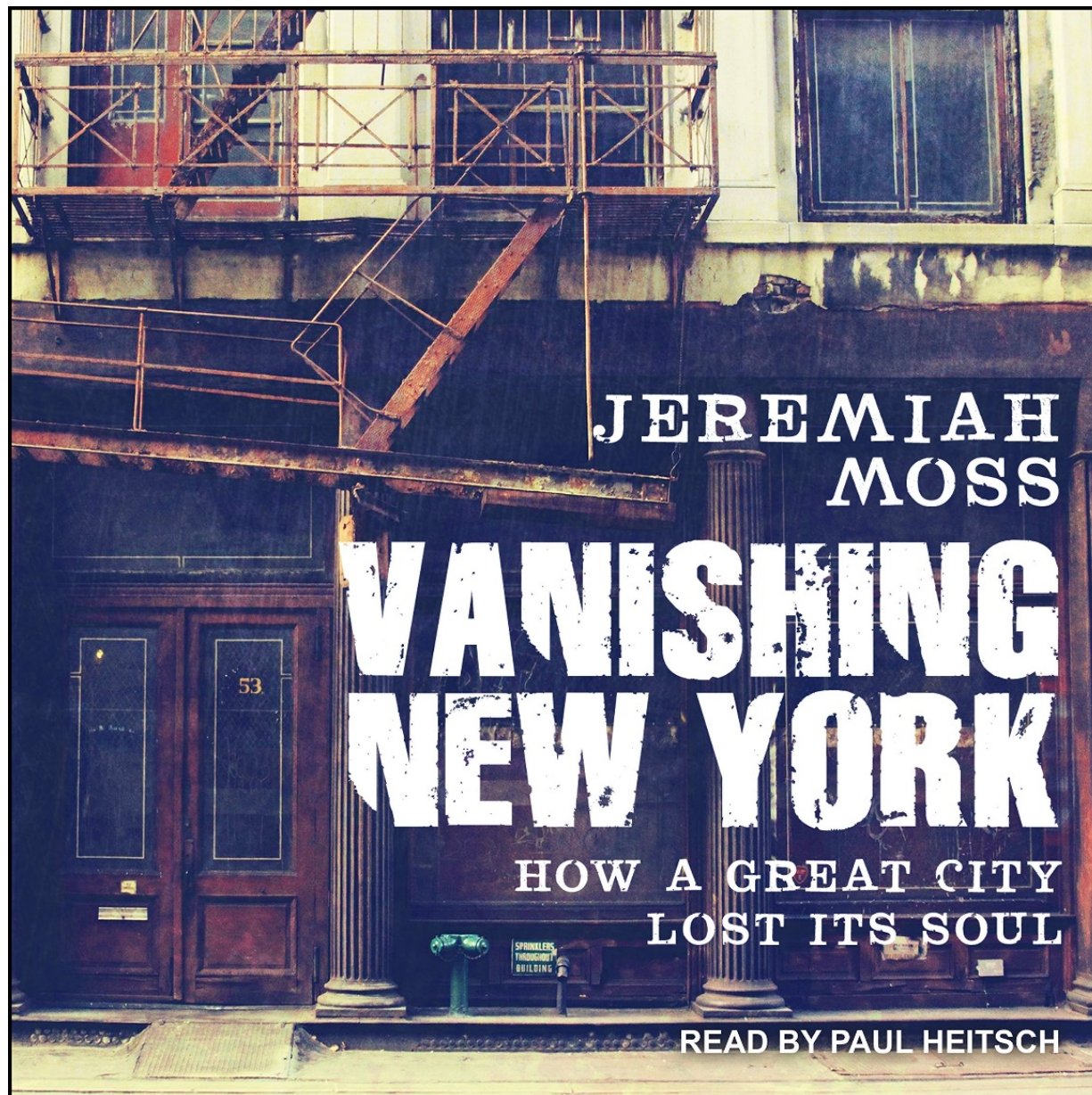
Strategies for Preservation

- Accept the Inevitability of Change and Make Peace with Yourself
- Buy the Property
- Control the Property

Accept the Inevitability of Change









Buy the Property Yourself

Get Someone You Trust to Buy the Property



Get Someone You Trust to Buy the Property



Benefits of Coalitions

- Increased resources
 - It takes people to accomplish things
- Increased outreach
 - People know people; everyone has a different network of friends and contacts
- Increased skills
 - No one can do everything but everyone can do something.



Benefits of Coalitions

- Shared Experiences and Solutions
 - Opportunity to learn other people's mistakes and successes
 - Mutual support
- Bigger Seat at the Table
 - Represent to decision-makers that you speak for a large group of interested parties.

Community Steps to a Successful Preservation Campaign

- Outreach is the most important thing
 - Identify stakeholders in the site
 - Who owns it?
 - Who cares about it?
 - Who makes decisions affecting it?

Community Steps to a Successful Preservation Campaign

- Build partnerships – stewardship of the property is key to success
- Education Is Part of Outreach
 - What does landmarking mean? What are its benefits and responsibilities?
 - Don't be afraid to admit to responsibilities.
 - Debunk myths about preservation - the building is being given protection, not being taken away

MYTH: Historic Preservation Increases the Affordable Housing Crisis

4

The number of forces that affect affordable housing:

- Zoning
- Land availability
- High land cost
- Development cost

Source: Furman Center for Real Estate and Urban Policy, New York University, 2012

Historic designation does not dictate use, therefore it does not prevent redevelopment of a designated property into affordable housing.

The Alhambra Apartments were completed in 1890, converted in 1998, and contain 46 affordable housing units.



Alhambra Apartments
500-18 Nostrand Ave. Brooklyn

Source: Anderson Associates Development Group (AADG)
http://aadginc.com/portfolio/alha_more.shtml

MYTH: Historic Preservation Raises Rents

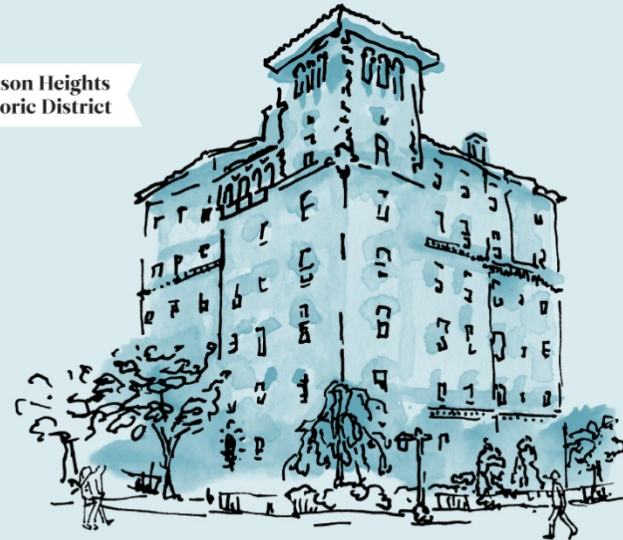
55%

NYC households considered
“rent burdened,”
devoting more than
30% of income to housing.

Source: The Mayor's 2014 Housing Plan

Historic designation
does not affect rental prices.

Jackson Heights
Historic District



Source: ThinkBrooklyn Analysis of National Historical Geographic Information System's
U.S. Census Bureau Decennial Census (1970), American Community Survey 5-Year Estimates (2006-2010)

Between 1970 and 2010,
historic designation
had little or no impact
on rental prices.

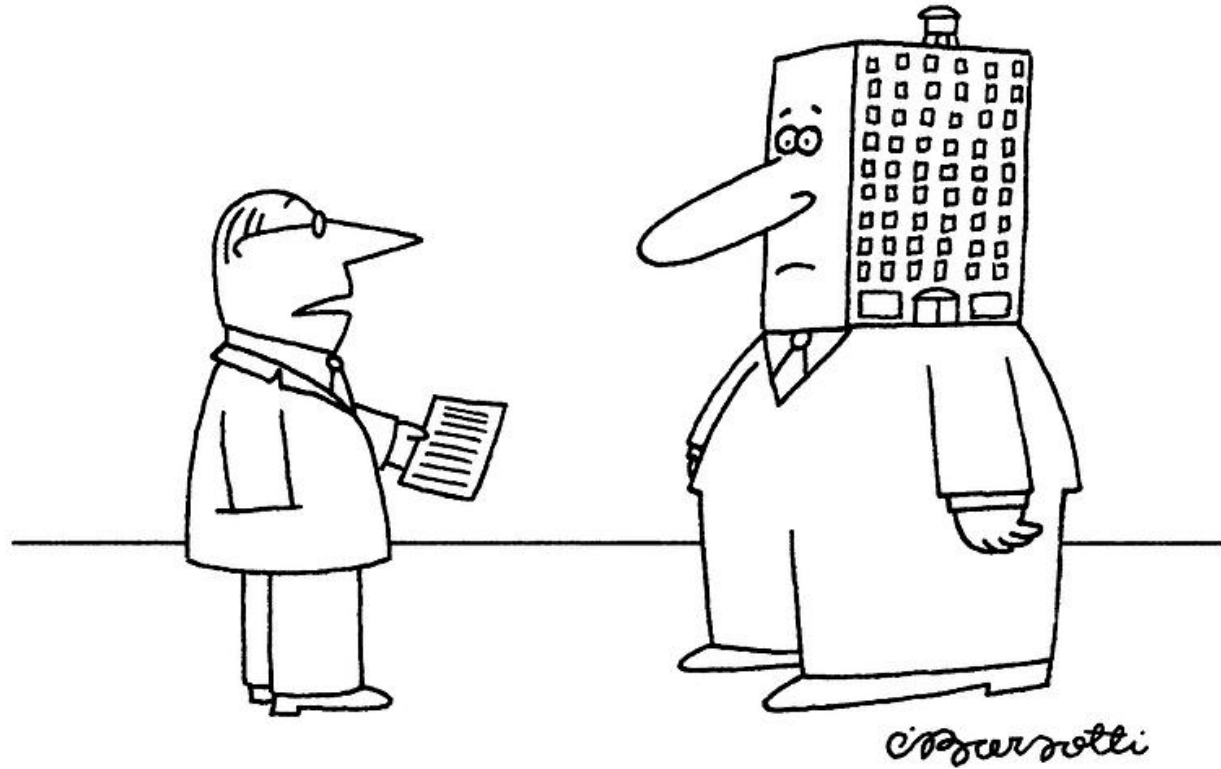
The number of households
paying more than 35%
of their income on rent did
not change at significantly
different rates in areas with
historic districts than they
did in other neighborhoods.

Rental prices did not
increase significantly more
in areas with a historic
district than they did in
other neighborhoods.

Community Steps to a Successful Preservation Campaign

- Get specific about the site – make it about the building
 - Make history accessible – sponsor programs like walking tours and house tours
- Create broader awareness through programs such as plaques, brochures and guidebooks **but never forget the purpose is to save the building – the best way to learn about history is to physically encounter it.**

Control the Property

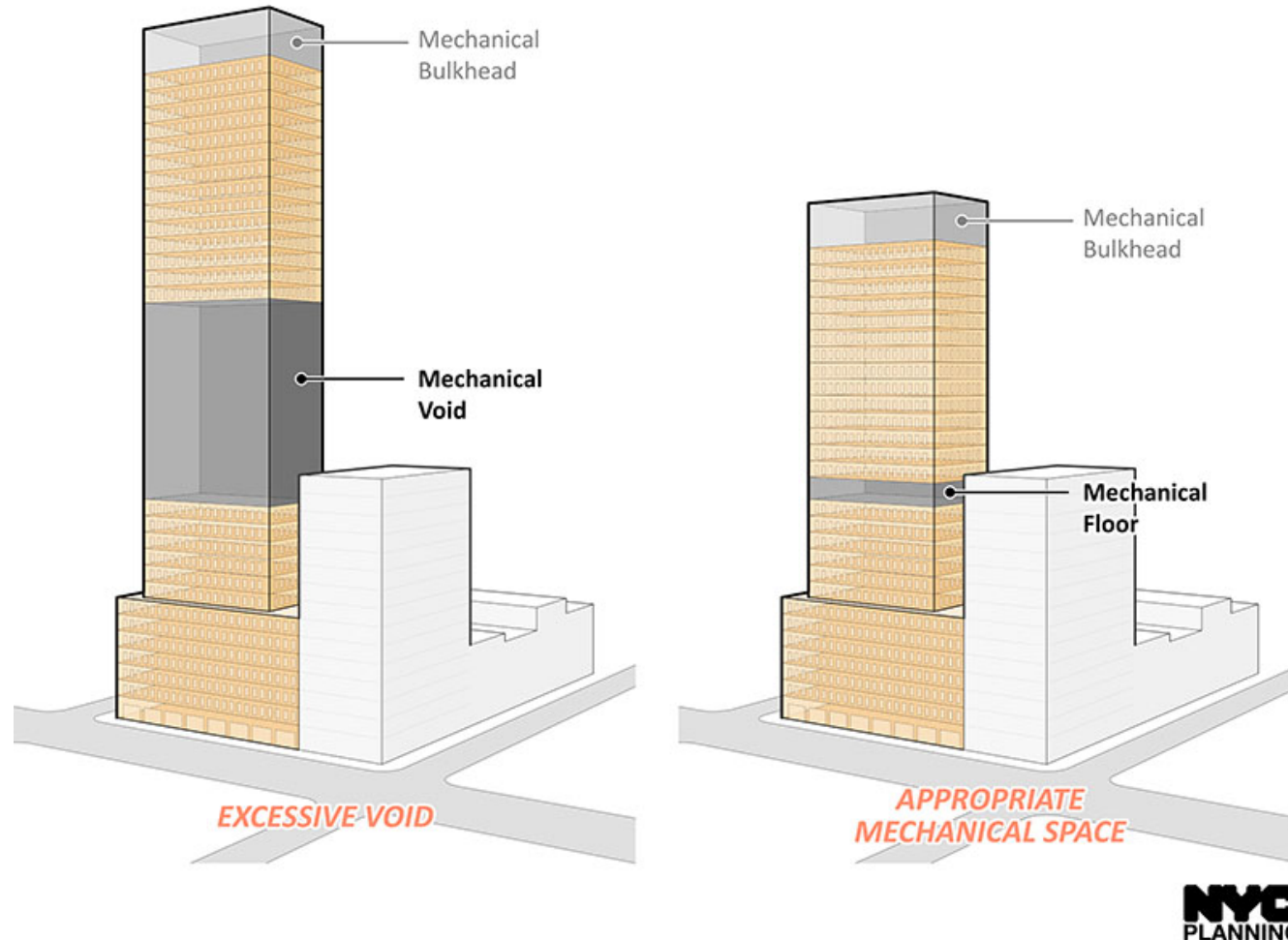


"A John Barrymore nose wouldn't be a problem, but I'm afraid the fact that you've been designated a landmark would."

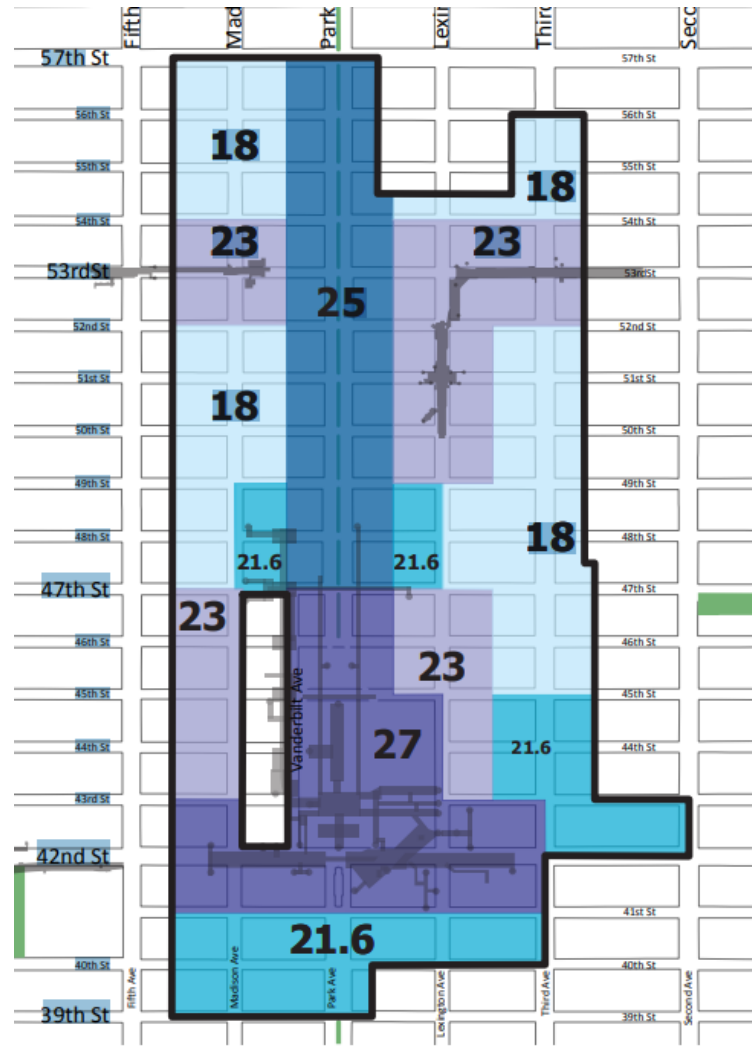
Control the Property

- Most common means is through governmental oversight & regulation;
i.e. Site Control
 - Zoning
 - Landmark Designation

Zoning: Determines the Building Envelope and Usage



Zoning: Affects Whole Area, Not Specific Sites



Landmark Designation

- State & National Register of Historic Places
- Local NYC Designation

Landmarking Does	Landmarking Doesn't
Regulates All Physical Development	Affect Usage
Discourages Demolition	Maintain Specific Businesses
Requires Rudimentary Maintenance of a Property	Require Restoration
Requires Government Permission & Encourages Community Input on Private Development	Provide Financial Incentives for Development

What Determines Landmark Designations – in no particular order

- Community Support
 - Political Support
- Inherent Worth
 - architectural, historical, cultural
- Level of threat to the historic site



Obstacles to Landmark Designation – in no particular order

- Community/property-owner's opposition
 - Political opposition
- Lack of integrity to historic site's character
- Bureaucratic inertia/lack of agency resources

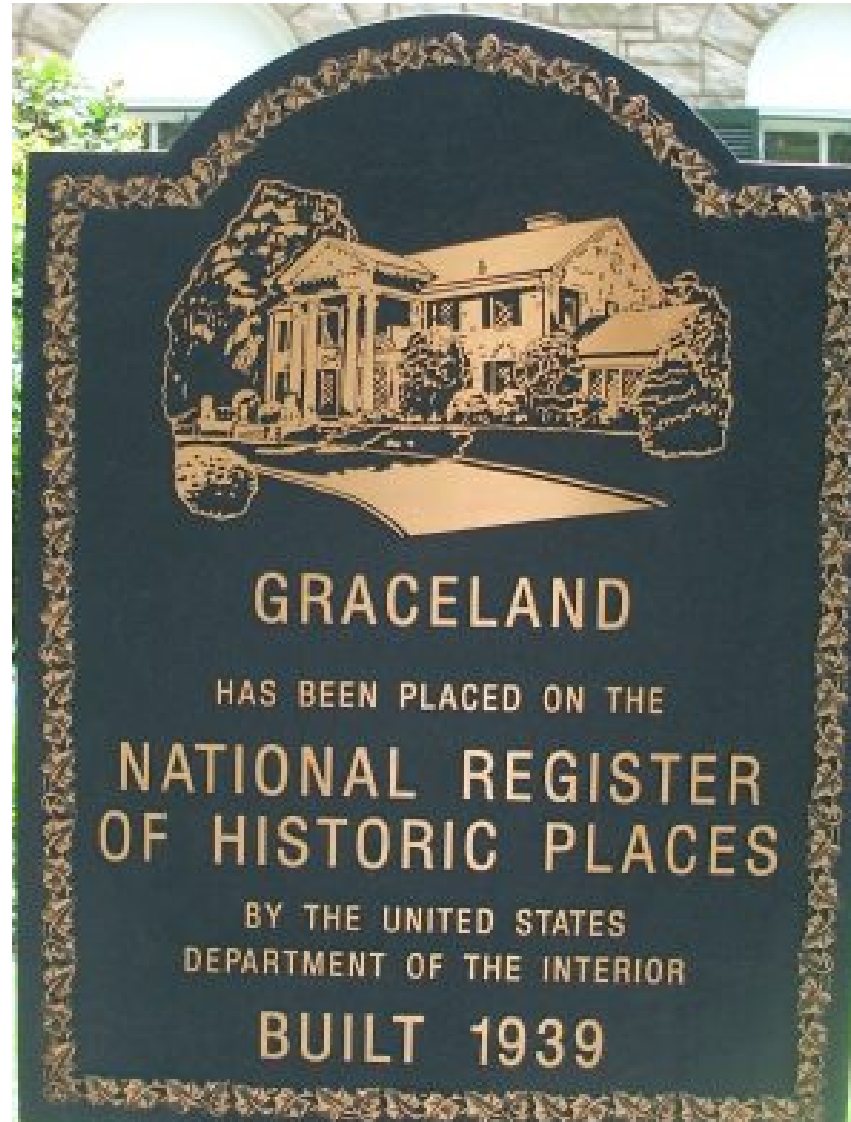
A State & National Register landmark is....

A district, site, building, structure, or object that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and is 50 years or older and that:

- A.** are associated with events that have made a significant contribution to the broad patterns of our history; or
- B.** are associated with the lives of significant persons in our past; or
- C.** embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D.** have yielded or may be likely to yield, information important in history or prehistory.

And has been placed on the National Register of Historic Places by the U.S. Department of the Interior.

Property on the National Register of Historic Places



A NYC Landmark is....

Any physical improvement and/or landscape feature which:

- any part of which is thirty years old or older,
- which has a special character, or
- special historical, or
- aesthetic interest or value as part of the
 - development,
 - heritage or
 - cultural characteristics of
 - the city, state or nation

That has been designated by the Landmarks Preservation Commission.

NYC Landmarks Law (Administrative Code):

Landmarks:

- Protect the city's heritage
- Stabilize & improve property values
- Foster civic pride
- Enhance tourism
- Strengthen the economy
- Promote public education

Individual Landmark (1,424)



NYC Public Library,
Main Branch
Designated 1967

Historic Districts (149 Districts & Extensions)

Carroll Gardens, Designated
1973



Gansevoort Market, Designated 2003



Interior Landmark (I20)



Chrysler Building, Designated 1978

Waldorf-Astoria, Designated 2017

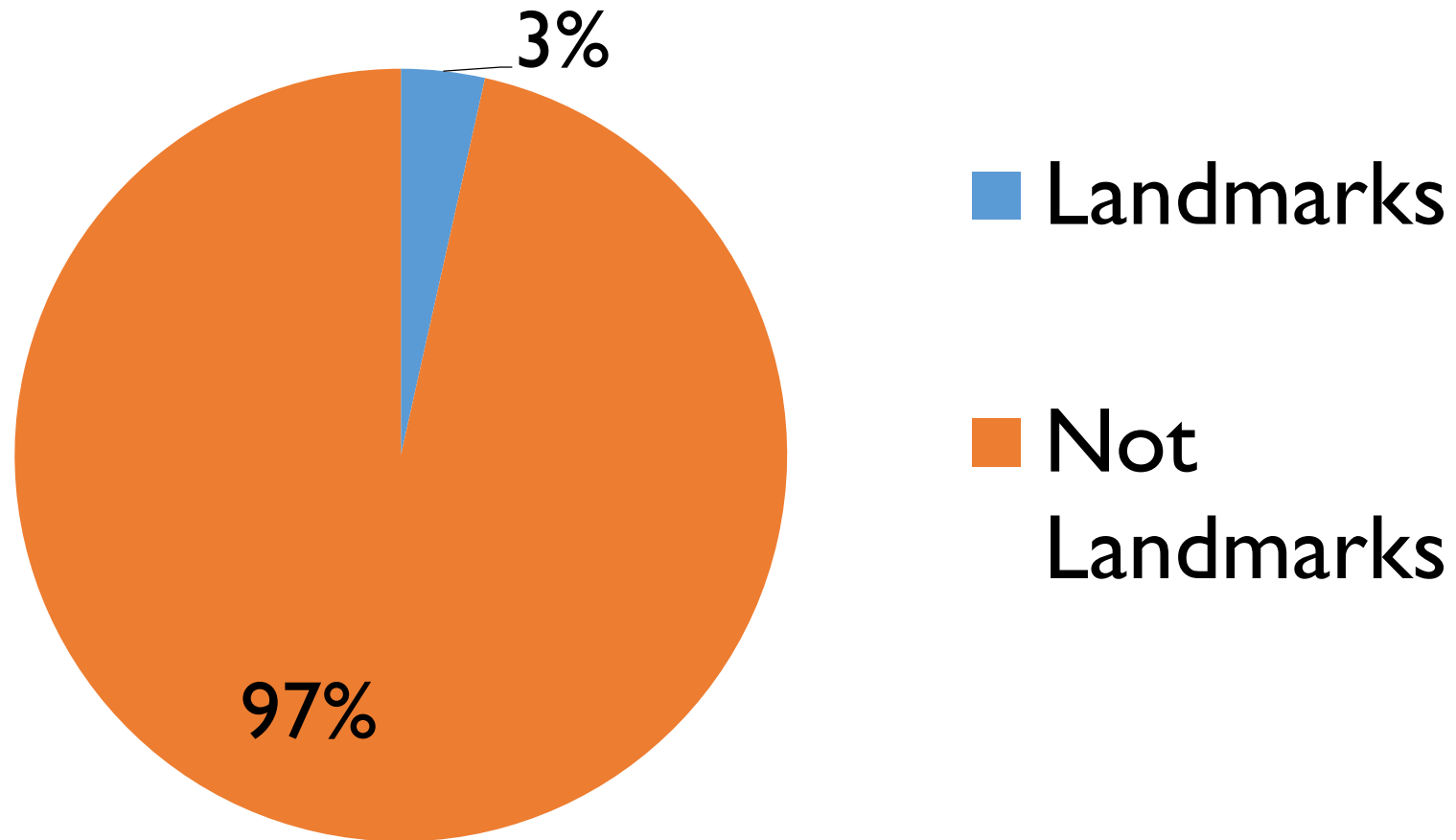


Scenic Landmark (II)



Central Park,
Designated 1974

Properties in New York City



Difference Between NYC Landmarks & Listing on the National Register of Historic Places

NYC Landmark	National Register
Regulates All Development	Regulates only Public Development
Binding Authority	Advisory Authority
Does not Trigger Environmental Review	Part of Environmental Review
Grants to Nonprofit & Income-Limited Property Owners	Tax Credits to Commercial & Income-Limited Property Owners

Landmarks Designation Process



"Now, don't make it too beautiful. I wouldn't want my successors someday to be confronted with a Landmark problem."

Landmarks Designation Process

I. Propose Properties to Landmarks Preservation Commission

- Request for Evaluation (RFE)
 - Good photographs
 - Clear maps
 - Verifiable basic building data
 - Explain significance within a context (e.g. cultural importance, NYC's development)

Landmarks Designation Process

- Request for Evaluation (RFE):
 - **Don't let the Perfect be the enemy of the Good!**
 - Make the case for your proposal
 - Even in a best-case scenario, LPC will redo the research

Landmarks Designation Process

2. LPC Sets Calendar for a Hearing

- LPC will have several meetings with stakeholders (advocates, elected officials, affected property owners) before this happens.
- This is the critical stage for advocacy where energy must be expended getting the agency to act:
 - Postcards
 - Rallies
 - Petitions

Landmarks Designation Process

3. LPC has Public Hearing

- Get everyone you know to show up or submit testimony
- Prepare press materials to keep momentum going

4. LPC Votes on Designation: **Property is Landmarked!**

Public Process for Confirmation Starts (takes 140 Days maximum)

5. Goes to City Planning Commission for Advisory Opinion

City Planning has 60 Days to Vote

6. Goes to City Council for Vote

Landmarks Designation Process



Landmarks Designation Process

Make sure to stick the landing – this is the last chance for it to go wrong

You will have an opportunity to testify – do it!

This must not be the first time your Council member has heard of this issue!

7. Goes to Mayor for Vote



Remember to Celebrate!



Questions?

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Learn more at www.hdc.org