

HISTORIC DISTRICTS COUNCIL



*to the  
Public*

23<sup>rd</sup> Annual Preservation Conference

**Open to the Public**  
Making Our Story Heard!

**Saturday, March 4, 2017**



Open to the Public - Making our Story Heard!  
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9:00AM - 4:00PM

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The Historic Districts Council is the citywide advocate for New York's historic neighborhoods. For more than forty years, HDC has worked to ensure the preservation of significant historic neighborhoods, buildings and open spaces, to uphold the integrity of the Landmarks Law and to further the preservation ethic.

Please visit [hdc.org/donate](http://hdc.org/donate) to support our work.

New York City is home to the country's first municipal plan, strongest landmarks law and largest preservation community... so why does real estate development drive municipal government?

This day-long Conference will dive deep into current campaigns to preserve communities throughout the city, with sessions led by the participants themselves.

Host a public discussion about a preservation issue or campaign you care about, and attend open sessions to learn what other grassroots activists are doing to take back our city!

SCHEDULE

9:00AM	Registration, Coffee, Session Leader Sign-up and Preservation Fair
9:30AM	Opening Remarks and Keynote Address
10:00AM	Voting for Sessions Coffee and Preservation Fair
10:45AM	Final Session Schedule Unveiled
11:00AM-11:45AM	Session 1
12:00PM-12:45PM	Session 2
1:00PM-2:00PM	LUNCH
2:15PM-3:00PM	Session 3
3:15PM-4:00PM	Session 4

\*\* Immediately following the Conference, join us for a reception hosted by HDC’s Urban Vanguard at **Nancy Whiskey Pub**, 1 Lispenard Street (at West Broadway), TriBeCa.

Keynote address by Gina Pollara

*Gina Pollara is currently senior advisor to ReThinkNYC, a unified transportation plan for the New York City region. In 2016, she was president and CEO of The Municipal Art Society (MAS), a nearly 125-year-old civic advocacy organization that fights for the responsible stewardship and design excellence of NYC’s public realm and built environment. Prior to that, Ms. Pollara provided strategic urban and design planning, as well as fundraising and organizational development to public and private organizations, and was the East Coast representative for the Vancouver, Canada-based firm Bing Thom Architects.*

*Ms. Pollara has designed and managed construction on a wide range of projects. From 2006 to 2013, she served as executive director of the Franklin D. Roosevelt Four Freedoms Park, which constructed the memorial designed by Louis I. Kahn on the southern tip of Roosevelt Island. As Associate Director of the Irwin S. Chanin School of Architecture Archives of The Cooper Union from 2001 to 2006, she co-curated a number of exhibitions including the seminal one on the FDR Memorial in 2005 that launched the successful effort to build the project.*

*Ms. Pollara is an advocate for the preservation, promotion, and use of historic records, and has mounted exhibitions and contributed to books on NYC’s waterfront and water supply system. Ms. Pollara has lectured widely, and has been a visiting professor and guest critic at Arizona State University, The Cooper Union, Columbia University, Parsons School of Design, Pratt Institute, Morgan State University, New Jersey Institute of Technology and Virginia Tech.*

*She is a board member of the New York Preservation Archive Project, and is on the Advisory Boards of the Triangle Shirtwaist Factory Fire Memorial and the Neighborhood Preservation Center. Ms. Pollara holds a Bachelor of Architecture from the Irwin S. Chanin School of Architecture of The Cooper Union for the Advancement of Science and Art and a Bachelor of Art from Bennington College.*

## CONFERENCE SESSIONS: HOW IT WORKS!

### What is a “Participant-Driven Conference”?

Unlike traditional conferences in which attendees listen to panel discussions or lectures from experts, topics in a participant-driven conference are **suggested and led by the attendees themselves**. While some may choose to come prepared with a topic for discussion, all attendees should be prepared to be active participants, meeting new people, sharing ideas and helping to shape the discussions they are in. This way, the event will truly **reflect the interests and ideas of all attendees**, not just a few pre-determined speakers.

### How does it work?

All attendees are invited to lead **45-minute sessions on any topic of their choice** related to historic preservation in New York City. Those who sign up to lead sessions may do so in any format of their choice: Power Point presentation, round-table discussion, game - you name it! Leaders are also invited to co-lead a session or assemble a panel of a few people willing to speak on a given topic.

Upon arrival at the Conference, **leaders will sign up** for their proposed session on a large board in the main event space. After opening remarks and a featured keynote address, **attendees will vote** for the sessions they find most interesting. The sessions with the most votes will be arranged on a schedule for the day, and attendees may attend **any session they wish**, even if they did not vote for it. Attendees are also welcome to move around freely from session to session if they so choose.

### Will I have a chance to mingle with other attendees?

During registration and breaks from the sessions, civic groups from across the five boroughs will participate in the annual **Preservation Fair**. Organizations will present their current efforts, including posters, images, postcards, petitions, brochures and other educational and advocacy literature. Come meet your fellow preservationists and learn about their work to preserve our city!

The event will feature an **hour-long buffet lunch** in the middle of the day, during which attendees can mingle, socialize and keep the conversations going.

### Are there other events associated with the Conference?

A series of **walking tours** are offered in the spring highlighting Conference themes. See the following pages for tour information. This will be a fun way to reconnect with other Conference attendees and to learn more about preservation efforts in our historic city!

After the Conference, attendees are invited to **join us for drinks**



at Nancy Whiskey Pub, 1 Lispenard Street (at West Broadway) in TriBeCa. The reception is hosted by HDC's Urban Vanguard, a new network of young professionals dedicated to historic preservation.

## RELATED CONFERENCE PROGRAMS:

### WALKING TOURS

For tickets, please visit  
[hdc.org](http://hdc.org) or call 212-614-9107

*Meeting locations and directions for the tours will be provided upon registration. Tours generally last between one and a half and two hours.*

**Sunday, April 2, 3:00PM**

#### Behind-the-Scenes Tour of King Manor

Join us for a tour of the home of Rufus King, signer of the United States Constitution and early voice in the anti-slavery movement. Originally constructed in the 1750s, King lived here from 1805 until his death in 1827. Located in Jamaica, the Colonial-era structure now functions as a house museum, and is the only such museum in southeastern Queens. Executive Director of the King Manor Museum (and former HDC staff member!) **Nadezhda Williams** will give us a behind-the-scenes peak on this extended tour, which will encompass the entire house from the basement to the attic and from the servants' quarters to the King family's parlor. Explore how the house, a designated New York City Individual and Interior Landmark, tells its history of three major phases of construction (c1750, c1790 and 1810) and still holds a few mysteries.

**Saturday, April 8, 10:30AM**

#### Sunset Park: History and Advocacy

Join tour guide **Joe Svehlak** on this tour of Sunset Park, whose built environment has shaped what is today a quintessential Brooklyn neighborhood: from the massive Bush Terminal and its associated workers' housing to the construction of the 4th Avenue Subway, and from the establishment of the country's first cooperative apartment buildings in the early 1900s to the Section 8 housing of the 1970s, which helped the neighborhood transition out of blight. For the past four years, advocates and residents have led a grassroots effort to push for the designation of a historic district in Sunset Park to pay homage to these developments and allow the neighborhood's storied past to inform its future. While the effort stalls at the City level, many lessons can be learned in this case study about the power of community organizing and public participation.

**Sunday, April 23, 11:00AM**

#### In Search of the Tenderloin and Tin Pan Alley

From the 1870s to about 1910, the Tenderloin was Manhattan's most famous red-light district, a cradle of elegant vice that developed north of 23rd Street west of Fifth Avenue, in the shadow of luxurious hotels such as Gilsey House. High-stakes gambling parlors, brothels, saloons, dance halls: the Tenderloin reveled in its own illegality, until pressure from civic authorities and corporate development led to its demise. Since the 1990s, zoning changes have altered the landscape of the old Tenderloin's main stem – Sixth Avenue – and have led to the destruction of many buildings. But a few reminders survive. On this tour, author and historian **David Freeland** will guide visitors to sites

associated with still-visible Tenderloin businesses, including the block of 28th Street once known as "Tin Pan Alley," which was the birthplace of the pop music industry.

**Sunday, April 30, 1:00PM**

### Greenwich Village's Legacy of Activism

From class warfare in Astor Place to garment workers and beatnik musicians in and around Washington Square Park to anarchists on the Gold Coast to gay men outside a bar, Greenwich Village has witnessed and been host to some of America's most important and impactful activism. The impressive roster of protests on all manner of issues that have taken place on its streets throughout its history has changed the world for the better. Join us for a tour led by **Philip Desiere** of *Walk About New York*, as he highlights some of Greenwich Village's seminal protest locations that mark how New Yorkers and, more broadly, United States citizens have made their voices heard to help make America a more just place to live.

### Date and Time TBD

#### Steinway & Sons Factory Tour

*Forbes* calls it "one of the top three factory tours in the world," and you're invited! Join us for an intimate look inside the Steinway & Sons factory in the heart of Astoria, Queens. Since the mid-19th century, this mammoth urban manufacturing complex has produced some of the finest pianos in the world. Participants will learn about and witness the piano-building process from start to finish – all within a historic factory building that remains in active use.

*Participants must wear closed-toe shoes and comfortable clothing. Individuals sensitive to dust, paint fumes or loud noises should consider attending a different tour.*

Stay tuned for HDC's many upcoming events, including the Annual Grassroots Preservation Awards and Preservation Party on Tuesday, May 2, 2017!

Visit us at [hdc.org](http://hdc.org) to join our mailing list and be sure to follow us on Facebook and Twitter.

### What Will You Be Remembered For?



As a supporter of the Historic Districts Council, you have helped us protect thousands of landmarked buildings and 141 officially designated historic districts across the City of New York.

We ask that you build on that legacy by remembering the Historic Districts Council in your estate or retirement plans.

Your bequest will ensure that the New York of tomorrow includes a strong, healthy, and vibrant Historic Districts Council. Future New Yorkers will thank you – and so will we.

Please contact Deputy Director Adrian Untermeyer at (212) 614-9107 for further information or to arrange your bequest.





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# HISTORIC DISTRICTS COUNCIL

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THE ADVOCATE FOR NEW YORK CITY'S HISTORIC NEIGHBORHOODS

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**Council on  
the Arts**

