


Stories Found "Only in Maynard":

Our Town's Guide to Historic Preservation

A Gold Award Project By

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Introduction

Maynard, like many other classic New England mill towns, is rich with history. With the tremendous growth and success of the textile mill built by Amory Maynard in 1847, the town's population boomed, and Maynard blossomed into a thriving industrial community. Many citizens today can still trace their family lines back to first-generation immigrant mill workers. Hints of the past remain in Maynard's historic buildings, including the renovated mill complex at Mill & Main, the reused Old Fowler School at Art Space, the Gruber Brothers Furniture building, and Fine Arts Movie Theater.

Since receiving its first town warrant in 1871, Maynard has grown into a vibrant community that combines an active downtown area with the values of a small-town suburb. As Maynard continues to grow, it is crucial that its historic sites are preserved and protected. A community's historic sites are fundamentally important to its character and identity. Many townspeople who have lived in Maynard their entire lives also feel connected to their genealogical history through the town's historic sites.

Each year, the fifth grade at Fowler School embarks on a walking tour of historic Maynard. By exploring Maynard's historic buildings, these children learn about the past and the town in which they live. The identification, preservation, and protection of the town's historic sites can forward education efforts and foster an appreciation of the town's history and resources for Maynard citizens young and old.

Historic preservation can also be economically beneficial, as the renovation of historic properties has been shown to promote and increase business activity in commercial areas. Maynard's economy depends heavily on small businesses who can benefit from historic preservation. Historic preservation could also provide the town with new sources of income, such as housing and businesses. When provisions are made so that private developers can "repurpose" historic buildings in a way that is both economical and efficient, preservation becomes a win-win for both the town and the developer.

Historic preservation is defined as the "protection, conservation, and restoration of historic sites." This handbook will explain the processes of historic preservation and make suggestions for the town to further its dedication to historic preservation efforts. A list of resources, including grants, is also included to aid in the preservation process.

Historic Preservation in the United States

Local governments play an important role in the process of historic preservation. Historic preservation can provide communities with direct fiscal and social benefits, but also furthers local identity by embracing the past. However, historic preservation in a city or town is just a small part of a greater picture, as it is largely overseen by divisions of the federal government.

Much of the historic preservation in America is overseen by the Department of the Interior. The Department establishes nationwide standards for preservation, rehabilitation,

restoration, and reconstruction, and protects hundreds of historic properties through the National Park Service. Since its foundation in 1916, the Park Service has designated, preserved, and maintained important natural and historic sites throughout the United States. Many of its programs, including federal tax incentives and the National Register of Historic Places, are important preservation tools for American communities. Please see pages 6-10 for more information on federal preservation programs.

Likewise, each state also plays a role in managing its own historic preservation. In Massachusetts, historic preservation is regulated by the Massachusetts Historical Commission, chaired by the Secretary of the Commonwealth. The Massachusetts Historical Commission directs programs such as the Certified Local Government Program and the State Register of Historic Places which benefit communities with historic assets. It also provides financial assistance in the form of tax credits and grants. Please see pages 11-14 for more information on state preservation programs.

However, the first level of historic preservation in the United States is local preservation. Divisions of the local government typically lead preservation efforts. In Maynard, the Town Charter established the Maynard Historical Commission, which coordinates with the federal, state, and local governments to direct preservation efforts in town. Private organizations, such as the Maynard Historical Society and Friends of the Maynard Library, also aid preservation efforts by providing financial assistance, sharing resources, and educating the broader community. More information on local preservation efforts can be found on pages 15-19.

Although historic preservation operates on many different levels, each level can benefit a town like Maynard. Successfully ensuring the preservation of any town's historic sites involves requires identifying, understanding, and utilizing many resources of each level: federal, state, and local as well as private funding opportunities.

What is Considered "Historic?"

There is a fine line between what is considered "historic" and what is simply considered "old." Not all old buildings are deemed worthy of historic preservation. According to the National Register of Historic Places, "historic" buildings should hold some significance, including but not limited to:

Association with important people or events.

The homes of Amory and Lorenzo Maynard, which still stand today, are considered "historic" because of their ties to the Maynard family. The Maynard family was not only the namesake of the town, but also held prominent roles within the community and town government. Amory Maynard was even the town's first postmaster!

Architectural or artistic significance.

One historic building in Maynard which meets this criteria is the Coolidge School. The Coolidge School was partially built by the master architect Charles Bateman, famous for his work throughout the greater Boston area. The Coolidge School also exemplifies the architectural style known as Classical Revival. The Classical Revival movement was inspired by Greco-Roman art and architecture, and became widely popular in the 19th century.

Providing new information about the past.

Archaeological sites are generally "historic" because they may yield new information about the past. Similarly, a newly-discovered site could be considered historic because of potential information it might hold. Glenwood Cemetery in Maynard, which is the town's only nationally-recognized historic property, is one example of a site that might possess archaeological resources.

Of exceptional importance to community, state, or country

The most notable example of this criteria in Maynard is the former mill at Clock Tower Place, recently rechristened Mill & Main. The mill is historic not only because of its ties to families in the community, but because of its reflection of a greater trend throughout the United States. The mill exemplifies the transformative process of industrialization underwent by America during the 19th century. The community of Maynard was just one of thousands of communities throughout New England that adopted this new technology and thrived because of it. Maynard's booming immigrant population as a result of the mill also reflected a nationwide trend. Therefore, the mill is "historic" because it was part of an important moment in American history.

Although this handbook focuses on the preservation and protection of historic buildings, not all historic sites must be buildings to meet these criteria. Natural formations, areas of land, and graveyards/cemeteries could all be considered "historic" under the right conditions. Likewise, not all old buildings are considered historic. A home built in the 1920s is not historic simply because of the time in which it was built. It may, however, be historic because of its particular architectural features, or a former resident of note.

SECTION II: NATIONAL PRESERVATION

In the United States, the federal government is the highest branch on the tree of historic preservation. Divisions of the federal government, such as the National Park Service, oversee much of the historic preservation in this country. Washington performs preservation tasks such as: passing federal laws, publishing guidelines, and awarding special recognition to properties of note, among other duties. Additionally, some private nonprofit organizations operate on a national level, like the National Trust for Historic Preservation. Below, you will find a sampling of national preservation resources, provided both by the federal government and by nonprofits.

The Secretary of the Interior's Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Old Buildings

In the United States, preservation is overseen, at the federal level, by the Department of the Interior, which handles many of the domestic affairs in this country. As such, it is the responsibility of the Secretary of the Interior to establish federal policy on historic preservation. To help preservationists determine the best course of action for an historic building, the Secretary of the Interior has published a set of guidelines for preserving, rehabilitating, restoring, and reconstructing old buildings. They are paraphrased below.

According to the Secretary of the Interior, preservationists have four options, or "treatment approaches," when determining the future of an historic building:

Preservation favors the conservation of the building's historic character through the use of original materials, maintenance and repair.

Rehabilitation assumes that a building is more deteriorated prior to treatment, and therefore allows more leeway for the replacement of old materials. However, like preservation, rehabilitation stresses the importance of conserving the original features, materials, and style of the building – i.e. its "historic character."

Restoration retains and replaces materials to return the appearance of the building to its most significant period of history. Unlike preservation or rehabilitation, it permits the removal of materials not belonging to this time period.

Finally, **reconstruction** allows preservationists to recreate a destroyed or no longer existing site using all-new materials.

To determine which of these four options best suits the property at hand, the Secretary of the Interior asks preservationists to consider four main considerations in addition to the building's historical significance:

Relative importance in history. For example, National Historic Landmarks often undergo preservation or restoration, while buildings belonging to an historic district more frequently experience rehabilitation.

Physical condition. Sometimes, though we would like to preserve a building, preservation is simply not an option due to the building's present physical condition. Preservation is a viable option when most of the building's original materials and features

remain intact, but when extensive repairs are necessary, rehabilitation may be a more feasible choice.

Proposed use. Most historic buildings can be adapted to a new use (see "Adaptive Reuse," pages 26-27) without compromising their historic character, but some specialized buildings – such as grain silos, forts, or windmills – are less easily adapted. Therefore, both the original and proposed uses of a building are important considerations.

Mandated code requirements. Regardless of what treatment is pursued, code requirements must be taken into consideration as the project proceeds. However, sometimes, code-required actions can jeopardize the historic character of a building. Code-mandated changes to the building – such as system upgrades or accessibility requirements – should affect the building's historic appearance as little as possible.

By following these guidelines, preservationists can identify the most appropriate actions to be taken to protect a specific historic building.

The Secretary of the Interior's Standards for Rehabilitation

The Secretary of the Interior has published ten Standards for Rehabilitation, which must be observed to qualify for many sources of federal and state funding. The current Standards – as they appear on the National Park Service website[1] – are shown below:

"1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

[1] National Park Service. "The Secretary of the Interior's Standards for Rehabilitation." *Technical Preservation Services*. National Park Service, n.d. Web. 28 Jul., 2015.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired."

These standards help to ensure the proper treatment of historic properties around the United States, especially those receiving federal and/or state funding.

National Park Service Programs

As stated previously, the Department of the Interior administers many federal programs to help towns – like Maynard – in the process of historic preservation. These programs are run through the National Park Service and range from protective legislation to federal tax credits and grants.

National Historic Preservation Act

In 1966, Congress passed the National Historic Preservation Act to set the federal policy on historic preservation. The National Historic Preservation Act required that the federal government establish various preservation programs and designate historic preservation officers. Through this Act, the federal government committed to working with state and tribal governments to better protect and maintain historic sites.

This Act was important because it forced federal agencies to take into account their effects on our country's historic properties. This Act established many programs which are still in use today – such as the National Register of Historic Places and the Certified Local Governments Program. It also created the Historic Preservation Fund, which provides the means for the United States' federal historic tax credits and grants.

National Register of Historic Places

Established by the National Historic Preservation Act of 1966, the National Register of Historic Places is an official list of all the historic properties in the United States meeting a certain set of criteria. Historic sites are listed on the Register through official nominations, which are sent through the state and reviewed by the National Park Service. Nominations may be made by individuals or groups, but require careful research and evidence demonstrating that the property meets the National Register's official criteria. These criteria take both the age and

significance of the site into consideration, as well as its associations with important historical events, people, artistic or architectural styles, etc.

Listing on the National Register of Historic Places is primarily an honorary designation. This means it will not affect the ownership of the building, nor will it ensure the building's maintenance or preservation. A threatened property is not automatically "saved" when it is placed on the National Register of Historic Places. However, listing on the Register can still provide tremendous benefits for the future preservation of a historic property. For example, National Register listing draws attention to the importance of a site, helping to convince others of its value. Listing on the National Register earns the site a place in a public database, offering important publicity and exposure. It also makes the site eligible for federal tax credits, federal preservation easements and grants, and possible state benefits as well.

Federal Tax Credits

The National Park Service and the Internal Revenue Service (IRS) have partnered to offer tax credits toward the rehabilitation of historic properties, in order to encourage private investment in the historic sector. Two tax credits are available: historic and non-historic. The former provides a 20% income tax credit for "the rehabilitation of historic, income-producing buildings"; however, residential properties are ineligible. The latter provides a 10% tax credit toward non-historic properties that were in use before 1936. In order to qualify, the property's internal structural framework and internal and external walls must remain 50-75% intact. For more information on federal historic tax credits, please contact the National Park Service (see page 38).

Historic preservation easements also offer some federal tax benefits. A historic preservation easement is a legal agreement that permanently protects a historic property, typically in the form of a deed. Easements such as these restrict the changes which can be made to a historic property. These restrictions usually travel with the deed of the property, so that they will still apply even if ownership of the property changes. A building owner who donates an historic preservation easement may be eligible for a federal income tax deduction. The National Park Service recommends that interested owners consult with a tax attorney or accountant for more information on these deductions.

National Trust for Historic Preservation Programs

On October 26, 1949, President Truman signed legislation creating the National Trust for Historic Preservation. Now a privately-funded nonprofit, the National Trust continues to manage twenty-eight historic properties in the United States. Today, the organization also administers several programs to aid in preservation efforts around the country.

The National Treasures Campaign

The National Trust for Historic Preservation launched their National Treasures campaign in order to raise awareness and garner support for endangered historic sites. The National Treasures portfolio contains nationally-significant sites that are threatened by

demolition, closure, or other forms of neglect. Through this program, the National Trust provides aid to endangered historic sites in the form of advocacy, marketing, planning, legal assistance, and more. These sites, honored as "National Treasures," are listed on the National Trust website, where readers are invited to donate toward the Trust's efforts.

National Trust Preservation Grants

The National Trust also delegates funds to aiding preservation projects on the local level, in the form of Preservation Grants. Preservation projects that are innovative, help build sustainable communities, and promote diversity may be eligible for a National Trust grant. Grants typically amount to $2,500-$5,000 and are only awarded for use in planning or educational outreach; they may not be used for rehabilitation or construction projects. For more information, please refer to the National Trust for Historic Preservation's website (see page 39).

SECTION III: STATE PRESERVATION

Statewide preservation efforts are also important to the overall success of historic preservation. As in the federal government, specific divisions of the Massachusetts state government deal with historic preservation issues in the Commonwealth. The state government can award tax credits, nominate properties to the National Register, provide funding for preservation projects, and more. Likewise, many private organizations in Massachusetts can provide grants and other forms of assistance. A diverse collection of historic preservation resources available in the state of Massachusetts appears below.

Massachusetts Historical Commission Programs

In 1963, the Commonwealth of Massachusetts enacted legislation creating the Massachusetts Historical Commission (MHC). This commission, comprising seventeen professionals in various preservation-related fields, was established to help "identify, evaluate, and protect important historical and archaeological assets of the Commonwealth." The Commission is chaired by the Secretary of State, and also serves as the office of the State Historic Preservation Officer, State Archaeologist, and State Review Board for historic preservation programs.

Certified Local Governments

The National Park Service has partnered with the State Historic Preservation Office (SHPO) to instrument the Certified Local Governments program. Through this certification, communities receive benefits from the Federal Historic Preservation Program, such as access to a multitude of grants, assistance from SHPO staff, and state and National Park Service training. To be eligible as a Certified Local Government, governments must "establish a qualified historic preservation commission, enforce appropriate State or local legislation for the designation and protection of historic properties….maintain a system for the survey and inventory of local historic resources, [and] facilitate public participation in the local preservation, including participation in the National Register listing process." They must also meet the standards set forth by the state of Massachusetts. Currently, there are 22 Certified Local Governments in the state of Massachusetts. As of 2015, the town of Maynard is not certified. For more information on the Certified Local Governments Program, please contact Mr. Christopher C. Skelly of the Massachusetts Historical Commission (see page 40 for further details).

State Register of Historic Places

The Massachusetts Historical Commission established the State Register of Historic Places in 1982 as a comprehensive list of all the historic properties in the Commonwealth. All sites that have received local, state, or national designations as places of historic or archaeological importance are automatically added to this list. Listing on this register is largely honorary, but may make certain properties eligible for funding from the Massachusetts Historical Commission (see "Preservation Projects Fund" on page 12). Since the Register's creation, over 60,000 properties have been added to the Register. A current copy of the Register can be purchased through the Massachusetts State Bookstore.

Massachusetts Cultural Resource Information System (MACRIS)

The Massachusetts Cultural Resource Information System (MACRIS) is a public online database compiled by the Massachusetts Historical Commission. Data is compiled from various sources, including but not limited to the Inventory of Historic Assets of the Commonwealth, National Register nominations, and State Register listings. MACRIS – updated weekly - serves as a valuable resource for historic preservationists in the research and study of historic properties. Almost 400 Maynard buildings are listed in the MACRIS database, with 125 more in progress.

Historic Rehabilitation Tax Credit

The Massachusetts Historical Commission allocates $50 million per year to financially assisting certified historic rehabilitation projects. This money is awarded in the form of tax credits, which can alleviate up to 20% the cost of rehabilitation. To qualify, the properties must be owned by a private, for-profit business or organization, and must be listed in, or certified by the MHC as eligible for listing in, the National Register of Historic Places. The rehabilitation project must also meet the standards established at the federal level by the Secretary of the Interior (see pages 7-8).

Preservation Projects Fund

The Massachusetts Preservation Projects Fund provides 50% reimbursable matching grants toward preservation projects throughout Massachusetts. To be eligible, properties must be listed in the State Register of Historic Places (see page 11), and the applicant must be a municipality or non-profit organization. As a condition of receiving Preservation Projects funding, the applicant must agree to place a preservation deed restriction onto the property (see page 18), ensuring the building's protection into the future. Please contact the grants staff at the Massachusetts Historical Commission for more information (see page 40).

Preservation Planning Fund

Established in 1984, the Massachusetts Preservation Planning Fund provides 50% reimbursable matching grants toward the preservation of sites listed on the State Register of Historic Places. Only municipalities and nonprofit organizations are eligible to apply. The state considers properties for an award based on many criteria, including historical significance, threats to the property, financial need, and public support. Once awarded, funds may only be used toward certain pre-development, development, and acquisition projects; please see the Massachusetts Historical Commission website for more details (see page 40). Grants for pre-development projects range from $5,000-$30,000, while awards for development and acquisition projects may amount to as much as $100,000.

Cultural Facilities Fund

The Massachusetts Cultural Facilities Fund (CFF) provides grants for the "acquisition, design, repair, renovation, expansion, and construction of nonprofit and municipal cultural facilities." Grants from the CFF can be applied to historic properties when the building is owned by a nonprofit cultural facility and made accessible to the public, and when at least 50% of the building is devoted to cultural purposes. These grants fall into three categories: Feasibility and Technical Assistance, Systems Replacement Plan, and Capital Grants. Eligible projects must exhibit community and financial need, must benefit tourism in the area, and must demonstrate local support. Grants range from $7,000 to $675,000 based on category; Systems Replacement and Feasibility and Technical Assistance Grants must be privately matched, 1:1. 601 grants have been awarded since 2007. For more information on these grants, please visit the Massachusetts Cultural Facilities Fund webpage (see page 41).

MHC Planning and Survey Grant Program

In addition to funding preservation projects, each year, the Massachusetts Historical Commission also awards 50/50 matching grants toward the completion of: cultural resource inventories, National Register nominations, community-wide preservation plans, and other types of studies/reports pertaining to historic preservation. Though these grants may not be used toward the rehabilitation of a specific property, they, too, help to further preservation efforts in local communities throughout Massachusetts. Please refer to the MHC website for more details (see page 40).

Preservation Massachusetts Programs

Preservation Massachusetts is a nonprofit organization dedicated to furthering historic preservation efforts throughout the Commonwealth. Since 1985, the organization has worked to: educate the public, through events such as its bi-annual statewide conference; advocate for endangered properties; lobby for preservation legislation on the state level (for example, the Historic Rehabilitation Tax Credit was a direct result of Preservation Mass. efforts); and partner with communities statewide through the Massachusetts Preservation Coalition.

Most Endangered Historic Resources

Preservation Massachusetts' Most Endangered Historic Resources program is a public-relations based advocacy initiative dedicated to promoting awareness of the Commonwealth's endangered historic sites. While the program does not provide funding or professional services on behalf of these resources, the publicity that Preservation Mass. garners for these sites can be a great help in obtaining this assistance. Resources are submitted for nomination on even-numbered years and selected based on criteria such as: historical significance, threat of loss, community support, geographic location (in relation to other state resources), and type of site. Once a resource is listed, it receives attention through social media, press releases, the

Preservation Massachusetts website, and the organization's "Believe in Preservation" Fall Event. For more information, contact program manager Courtney Whelan (see page 43).

Predevelopment Loan Fund

Preservation Massachusetts' Predevelopment Loan Fund provides financial assistance toward third-party costs associated with the launch of a preservation project, such as consultant fees and feasibility studies. Each year, the organization awards 3-5 loans ranging from $25,000 to $75,000. Necessary qualifications for the award include listing (or eligibility for listing) of the site on the National Register of Historic Places, and the project's compliance with the Secretary of the Interior's Standards for Rehabilitation (see pages 7-8).

Preservation Circuit Riders

Since 2008, Preservation Massachusetts has collaborated with the National Trust for Historic Preservation to provide part-time preservation professionals to communities statewide. These professionals act as a resource for developing preservation projects and strategies, and can help preservationists in a small community build networks within the greater world of historic preservation. Currently, Preservation Massachusetts employs two Preservation Circuit Riders; one serves Eastern Massachusetts, while the other serves Western Massachusetts. To contact a Preservation Circuit Rider, please see page 43.

Maynard's own Coolidge Reuse Taskforce Committee enjoyed a visit from one of the Preservation Circuit Riders – Stacia Caplanson – in 2015 during its deliberations over the future of the Coolidge School Building. Ms. Caplanson helped the Taskforce Committee make recommendations for the Coolidge School by advising and connecting its members with preservation professionals throughout the state of Massachusetts.

Community Preservation Coalition

The Community Preservation Coalition was formed in 2000 under the Community Preservation Act (CPA), an important piece of Massachusetts legislation that facilitates historic preservation throughout the Commonwealth by funding community projects (see page 16 for more information). A number of aforementioned organizations help comprise the Coalition, including the National Trust for Historic Preservation and Preservation Massachusetts.

Since the Act's passage, 160 communities throughout Massachusetts have adopted CPA, raising a total of almost $1.4 billion in community preservation funding. Statewide, the Coalition has spent over $395 million since the CPA's inception, catalyzing more than 4,000 historic preservation projects. The Community Preservation Coalition helps towns implement and enforce CPA through local preservation projects. To contact the Coalition, please see pages 41-42.

SECTION IV: LOCAL PRESERVATION

Perhaps the most essential branch of historic preservation is the local level. The local level is where the most direct action occurs, immediately benefitting the community. It is not only crucial for town governments to take measures to foster historic preservation, but also for the public to be educated and enthusiastic about local preservation efforts. No preservation campaign can exist without grassroots support. Although most of the information in this handbook focuses on action taken by local governments, the importance of local publicity and community involvement cannot be emphasized enough.

Local Historical Commissions

Local historical commissions are a valuable resource for historic preservation at a community level. Historical commissions – unlike historical societies, which are private organizations – are low-level divisions of the town government dealing with questions of historic preservation.

Since the state law was enacted in the 1960s, almost every city and town in Massachusetts has established a local historical commission. This law (found in Chapter 40, section 8d of Massachusetts General Law) provides conditions by which a local government may appoint and maintain its own Historical Commission. According to the Massachusetts Historical Commission's Preservation Planning Manual, the law identifies five key responsibilities of local historical commissions:

1. "Research places of historic or archaeological value;
2. Cooperate with the State Archaeologist in conducting surveys and reporting sites;
3. Coordinate with other preservation organizations;
4. Keep accurate records of the LHC's actions and file an annual report;
5. Maintain a membership of not less than three nor more than seven members, duly appointed by the appropriate municipal official."

Note that the law does not give the Historical Commission the ability to take regulatory or legislative action in the local government. Unless a local bylaw or ordinance is established, giving the Historical Commission regulatory authority, the Historical Commission may only hold an advisory role within the town government.

The Maynard Town Charter established its own Historical Commission, which meets monthly to discuss issues of historic importance within the town. On the Maynard town website, the Historical Commission defines its goals as "to preserve, protect, and develop the historic and archaeological assets of the community." In recent years, the Commission has been working to inventory the town's historic properties, in addition to: restoring the fence of Glenwood Cemetery (a State and National Register property), as well as the official Town Scale in Town Hall; administering the Historic Markers and Plaques programs; and creating several Walking Tours – available online and at the Maynard Public Library – which each pass through different historic sections of Maynard.

The Historical Commission may be contacted by e-mailing histcom@townofmaynard.net. Meetings of the Commission are open to the public. For more information, please see page 45.

Local Ordinances and Bylaws

Local ordinances and bylaws are types of legislation enacted by the town government or municipality, *not by the Local Historical Commission*. The Massachusetts Historical Commission cites such legislation as "the most effective method of protecting historic resources." These laws safeguard historic resources from threats like demolition, destruction, and decay, and require passage at city council or town meeting.

Community Preservation Act

The Community Preservation Act (CPA) was approved by the Massachusetts state legislature in September 2000. This law provides local and state funding for the acquisition and preservation of historic buildings and landscapes. Funds are sourced from local property taxes and the statewide CPA Trust Fund. As of October 2010, the state of Massachusetts had already appropriated over $20 million for local historic preservation projects through the CPA.

Maynard adopted the Community Preservation Act in November 2006 after the vote passed at the annual spring town meeting. In Maynard, the Community Preservation Committee (CPC) meets twice a month to review local project proposals and appropriate funding toward these projects. CPA proposals are then presented at a public hearing before being voted on at town meeting in May. To contact the committee, please see page 45.

The Community Preservation Act is not specific to historic preservation. In fact, CPA funding may be used for four types of projects:

1. Community housing projects
2. Historic preservation projects
3. Open space projects
4. Recreation projects

Because the use of CPA funds is always voted on at town meeting, publicizing and gathering support for historic preservation projects in the town is vitally important. Historic preservation must be a priority for the citizens of Maynard, in order for local preservation projects to feel the benefits of CPA funding.

Historic Districts

Two types of historic districts exist in Massachusetts: National Register Districts and local historic districts. *National Register Districts*, established by the Massachusetts Historical Commission through the National Park Service, are primarily honorary. Meanwhile, *local historic districts* are established by local bylaw or ordinance, and are primarily regulatory. The following section will focus on *local historic districts*.

Over 220 local historic districts exist in the state of Massachusetts. Maynard currently has none. In a local historic district, all properties are subject to the same set of regulations. Typically, these regulations require that all changes to the exterior of a building are subject to

review by the local Historic District Commission (established when the district is established). A building permit will not be issued until the construction has been approved by the commission.

Before a local historic district can even be considered, a nomination is necessary from either the Board of Selectmen or a local historic organization, such as a Historical Society or Board of Realtors. After receiving the nomination, a study committee is typically established to explore the possibility of a local historic district. Before proposing a historic district, the committee should prepare a study report establishing the boundaries of the district and detailing the significance of the area. Then, the ordinance should move to a public hearing, where citizens of the area can hear both sides of the issue and voice their opinions. From the public hearing, a final report is prepared by the study committee for consideration at town meeting.

Local historic districts may only be passed by a majority vote of town meeting or city council. Therefore, it is important to garner public support for the cause. Once the vote passes at town meeting, the ordinance must be submitted to the Massachusetts Attorney General for approval within thirty days. Then - and only then - should a Local Historic District Commission be appointed for review of all proposed construction within the district.

Architectural Preservation Districts

Architectural Preservation Districts – sometimes known as Neighborhood Conservation Districts or Architectural Conservation Districts - can be effective alternatives to Local Historic Districts in places where alterations have already occurred, but where overall protection of the area's character remains necessary. They regulate only additions, major alterations, demolition, and new construction within the specified area, to make sure that the outward character of the district is preserved. Therefore, their standards are less binding than those of a Local Historic District.

A District Commission (a type of review committee) enforces the terms of an Architectural Preservation District. The Commission should comprise of a combination of building professionals, architects, property owners, and district residents.

The terms of Architectural Preservation Districts often combine binding and non-binding regulations. Under an Architectural Preservation District, major construction, alterations, and demolition exceeding a certain percentage are subject to binding regulatory review – meaning that approval from the review committee is absolutely necessary for the activity to proceed. On the other hand, most minor changes to exterior features – such as windows and doors – are either exempt from review or subject to non-binding regulatory review. In the case of non-binding regulatory review, the committee may rule on the activities, but approval is not necessary for construction to proceed.

Currently, Maynard has no Architectural Preservation Districts. Architectural Preservation Districts are treated as bylaws, passed with a majority rule of Town Meeting or City Council. Typically, the bylaw is introduced by the town Historical Commission or by a neighborhood preservation organization. The Massachusetts Historical Commission recommends that involved parties first prepare a Study Report including: the reasons for proposing an Architectural Preservation District, descriptions of the historic resources in the area, evidence of public opinion, an outline of the terms of the bylaw, and a map of the proposed

district. Such studies can be costly, but thankfully, there are sources of funding specific to predevelopment projects (like studies), such as the MHC's Preservation Planning Fund and Preservation Massachusetts' Predevelopment Loan Fund (see pages 12-14).

Preservation Deed Restrictions

Preservation deed restrictions, as their name might suggest, are preservation restrictions written into the deed of a property. This means that even when the property changes ownership, the same requirements will apply. Sometimes, these restrictions are also known as historic preservation easements; however, although an easement protects an historic property in much the same way as a preservation deed restriction, it does not necessarily need to be written into the deed of the property to take effect.

According to Massachusetts General Law, the Massachusetts Historical Commission must approve all preservation restrictions. In addition, any restrictions held by "a charitable corporation or trust" must also be approved by the local government. Deed restrictions are donated and enforced by the local government or a third-party organization, with the agreement of the property owner. Many are stipulated as a condition of receiving a local, state, or federal grant.

Some preservation deed restrictions expire within a few years, while others last indefinitely. The content of the restrictions can vary, but generally they restrict alteration of specific historical features in the interior or exterior of the building, with the intent to preserve the historic character and/or increase the value of the property.

One advantage of a preservation deed restriction is its versatility. No two historic properties are exactly alike; preservation deed restrictions can easily be customized to the specific needs of a property. They are also especially effective in preserving the character of a property that is passing from public to private ownership.

Countless towns throughout Massachusetts – including Maynard - utilize preservation deed restrictions. In June of 2015, Maynard's own Coolidge Reuse Taskforce Committee recommended that preservation restrictions such as these be imposed on the Coolidge School building. Though the future of the building remains to be seen, the Taskforce recognizes the importance and effectiveness of these restrictions in preserving historical properties.

Demolition Delay Bylaws

Demolition Delay Bylaws are a popular option among local governments looking to preserve their historic properties. Such a law delays the demolition of an historic building while alternative options can be explored. At present, Maynard has not passed a Demolition Delay Bylaw.

Most Demolition Delay Bylaws take effect after the owner of a historic building applies for a demolition permit. The local Historical Commission then reviews the application to determine the historic significance of a building. If the building is not found to be historic, the demolition may proceed unhindered. However, if the building is found to be historic, the Commission holds a public hearing, at which the property owner may present his reasons for

demolishing the structure and the public may discuss. Finally, following the hearing, the Historical Commission votes whether or not to impose a demolition delay.

While most provide for a substantial (six to eighteen month) delay, Demolition Delay Bylaws cannot prevent demolition in its entirety. Demolition remains a possibility unless an alternative is identified and a compromise is reached with the property owner. Thus, Demolition Delay Bylaws have the most success in communities where the people are interested and involved in the future of their historic properties. Community support can help pressure developers or property owners to consider an alternative to demolition.

Affirmative Maintenance Bylaws

Affirmative Maintenance Bylaws help protect threatened historic buildings from loss due to lack of maintenance. These bylaws may take several forms, but the most common form is known as a demolition by neglect bylaw. Demolition by neglect bylaws protect buildings that are deteriorating due to a lack of routine or major maintenance from being demolished. Such bylaws allow local regulatory authorities to identify threatened resources and order the building owners to take action.

Typically, the local Historical Commission administers the terms of the Affirmative Maintenance Bylaw, working closely with the town's code enforcement officers and building department to draft the legislation. Under the bylaw, the Historical Commission identifies endangered historic properties according to a clearly-defined set of standards (such the deterioration of major features or elements specified in the fire safety code), then contact the building owners. Building owners are required to make at least the minimum repairs necessary to comply with Bylaw regulations. In the event that the building owner fails to make the mandated repairs, the town may either levy a fine or, after financing the repairs, place a lien on the property. This lien temporarily transfers ownership of the property to the town, until the owner defrays the cost of the repairs. Since many building owners claim that their neglect was due to economic hardships, most bylaws also make provisions for such circumstances.

Maynard has not yet passed an Affirmative Maintenance Bylaw. The passage of an Affirmative Maintenance Bylaw can only occur with a majority vote of the Town Meeting or City Council.

Though this list of bylaws may seem long, it is in no way comprehensive. What appears above is merely a sampling of effective preservation legislation. For information regarding further types of legislation, please see the Massachusetts Historical Commission's *Preservation Through Bylaws and Ordinances* manual, available through the MHC.

SECTION V: SAMPLE BUILDING ASSESSMENT

In order to enact many of the above bylaws, the Massachusetts Historical Commission recommends that the local Historical Commission or other nominating organization first conducts a study or assessment. Sometimes the subjects of these studies are entire districts, while other times, they concern only specific properties. Studies are often conducted through third-party preservation organizations or private consultants, which may charge fees for their work.

A sample outline for a building assessment appears below. It is modeled after Tappé Associates' 2008 study of the Coolidge School Building in Maynard. The purpose of the building assessment was to determine the type, scale, and cost of necessary repairs to the Coolidge School. The full report is available for download on the Town Website, under the heading "Coolidge Reuse Taskforce Committee."

I. Project Overview

Here, Tappé Associates detailed the purpose and contents of the study. In the case of the Coolidge School, the building owners – the Maynard School Department – requested an assessment of the building's interior and exterior facilities, including its various systems. Readers can see that the study will include findings on all of these components, from their present conditions to repair cost estimates, as well as the consultants' recommendations. As a term of the facility review, Tappé Associates also presented its findings to the Maynard School Committee and provided several copies of the Coolidge School Building Feasibility Study for distribution.

II. General Building History

Perhaps the most important part of studying an historic building is researching the reasons *why* it is historic. In this section, consultants provided a brief history of the construction, architecture, and uses of the Coolidge School. The building history also included evidence of prior major repairs to the School. Interestingly, Tappé Associates noted that there was "little documentation on the Coolidge School within the Town of Maynard."

III. Interior Building Conditions

Here, the meat of the report begins. Tappé Associates collected and presented information on the walls, ceilings, floors, windows, doors, hardware, stairs, and toilets of the Coolidge School. Each part of the interior was sorted by material (i.e. drywall, plaster, and brick walls) and inspected for signs of damage. Then, Tappé Associates gave recommendations on what reparations could/should be made. As you can see, a building assessment must be complete, in order to provide the best possible picture on the status of the building.

IV. Exterior Envelope Conditions

The same process was repeated for the exterior features of the building: roof, overhang, chimney, exterior walls, exterior windows, entryway, exterior doors, entry stairs, and storm drainage. In the case of the roof, Tappé Associates brought in an outside professional in roof maintenance for further consultation. Again, observations about the building conditions and recommendations for future maintenance and repair are provided.

V. Systems Overview

Building systems include heating, cooling, electricity, hot water, fire alarms, fire suppression, and technology. Again, Tappé Associates brought in outside professionals in the field to consult on the conditions of the systems in the Coolidge School Building. In this section, the consultants identified a major problem of the building: its lack of central air conditioning. This was one of the problems that contributed to the School Department's vacancy of the building in 2014.

VI. Building Accessibility for persons with Disabilities (MAAB)

MAAB stands for the Massachusetts Architectural Access Board, a division of the Massachusetts state government mandating by law that all persons with disabilities should have "full, free and safe use of all buildings and facilities." Here, Tappé Associates noted problems in the Coolidge School's compliance with MAAB regulations, including its lack of an elevator and noncompliant handrails, bathroom stalls, and ramps. The consultants also noted the need for Braille signage within the building.

VII. CMR Jurisdiction

CMR simply stands for the Code of Massachusetts Regulations – or, in other words, Massachusetts State Law. Tappé Associates excerpted the portions of state law that applied to the proposed renovations on the building, according to the cost of renovations.

VIII. Requirements Summary

Finally, Tappé Associates detailed the cost estimates of the proposed renovations, prioritized by their urgency. The renovations were given rankings numbered 1-4: 1 meaning Currently Critical, 2 meaning Potentially Critical, 3 meaning Necessary, but Not Yet Critical, and 4 meaning Recommended. Recommendations were also placed in categories, such as Functionality, Integrity, Code Compliance, and Appearance, and sorted based on the primary system to which they applied (most were Architectural). At the end of the report, the recommendations were broken down in more detail, from specific repairs to their cost. In total, the recommended renovations on the Coolidge School amounted to more than $2 million.

The type of comprehensive information in the Tappé Report can be incredibly useful in painting a full picture of a property during the historic preservation process. For example, detailed research is required by the National Park Service when a building is nominated for the National Register of Historic Places. Additionally, when establishing Local Historic Districts and Architectural Preservation Districts, the state or local Historical Commissions may require a similar study before enacting the district.

Likewise, property owners – such as the Maynard School Committee – frequently use these studies to determine whether or not their continued use of the building is effective and/or feasible, whether economically, physically, or otherwise. In the case of the Tappé Report, the Maynard School Committee determined that its continued use of the Coolidge School Building for its administrative facilities was not feasible. It vacated the building in 2014, leading the town government to create the Coolidge School Taskforce Committee, whose job was to make recommendations for the future maintenance and repair of the building.

SECTION VI: PUBLIC RELATIONS IN HISTORIC PRESERVATION

PR and advertisement are a critical element of any historic preservation campaign or project. Whether led by the town government or a private organization, preservation projects need public support to thrive. Therefore, it is crucial to involve the public in the historic preservation process. Local publicity is key to achieving this goal; after all, if the public is unaware of their town's historic properties and/or organizations, it can do nothing to help or support them. One way to target this need is through implementing local-level public relations strategies, to help publicize groups such as the local Historic Commission and their preservation projects.

Public Relations 101

The core of most PR strategies boils down to two key concepts: *audience* and *message*.

Audience refers to the target of your efforts. In the case of a specific historic preservation objective, sample audiences could range from the Board of Selectmen, to the residents of a proposed Historic District, to a private developer hoping to demolish an historic structure. However, it is important to conduct more general publicity, too, among the residents of a town. After all, town residents can be the most critical audience for preservationists. Not only do town residents vote to enact preservation legislation, but oftentimes, they do not realize that preservation is an issue in their town. You can imagine how difficult it is to vote when you do not know what you are voting for!

The rules of effective rhetoric require that you always bear in mind your audience when speaking, writing, or otherwise targeting it through a PR strategy. Whatever your media may be, always remember who it is you want to see your campaign. Imagine your target audience being represented by a single individual: who are they? How old are they? What are their interests, beliefs, concerns? If you are hoping to target a wide range of individuals – such as an entire town full of people – this can be difficult. Consulting town censuses or conducting a survey can help you narrow down the identity of your target audience. SurveyMonkey (www.surveymonkey.com) is a free online survey-taking service that you may find useful in your efforts.

Message refers, quite simply, to the message you want to send to your audience. What are the core beliefs of your preservation group or project? What do you hope to say and/or achieve with your public relations campaign? Whether your ultimate goal is to convince voters to enact a Demolition Delay Bylaw, or merely to generate awareness of the local Historical Commission, it is important to clearly and concisely define your message. The Wisconsin Historical Society recommends boiling it down to a list of three to five key talking points. However, most importantly, make your message one you believe in. Your message should be something you can be proud of, and something you can generate honest enthusiasm for. If your audience does not see that you care about historic preservation, they won't see why they should care, either.

Sample Public Relations Strategies

Press Releases

A press release is a public relations announcement issued to the media, in order to publicize new and noteworthy developments in your organization and/or preservation project. Press releases cover the "Who, What, When, Where, Why, and How?" of specific events – for example, the passage of a new preservation Bylaw in your town – and are submitted directly to the media (newspapers, radio, etc.) for review. Press releases should be one-to-two pages in length and follow standard formatting: typed, double-spaced, and bearing the proper heading. When published, press releases can be effective in reaching a large audience, fast. However, press releases are subject to the editor's discretion, meaning that they can sometimes be overlooked in favor of more "exciting" news.

Print Publications

Though in today's internet age, brochures and flyers may seem a bit "old-school," they are still effective in providing a concise explanation of your organization's message. However, you do not need to be limited to brochures and/or flyers, either. More creative strategies – for example, a coloring book for children, a word search, a "Historic Preservation Dos and Don'ts" list, etc. – can and should be pursued. One effective strategy used by the Maynard Historical Commission in the past was the Historic Walking Tours of Maynard. Available for print on the town website and as brochures at the Maynard Public Library, these walking tours not only raised awareness of the Historical Commission, but also of the town's fascinating history.

Newsletters and E-mail Campaigns

Many historical organizations, including the Maynard Historical Society, publish a weekly, monthly, or annual newsletter. Though it will undoubtedly reach a smaller audience than a larger media source might, self-publishing a newsletter is a great way to guarantee that your news will be seen. However, publishing a print newsletter can quickly become expensive. If you are internet-savvy, an e-mail newsletter or campaign is one effective alternative to publishing a print newsletter. One online service, MailChimp, will allow you to send 12,000 e-mails to up to 2,000 subscribers for free. Using this service, you can embed a virtual sign-up sheet on your organization's website, or use platforms such as Facebook to collect subscribers.

Social Media Campaigns

Social media campaigns are a relatively new strategy in public relations; however, they can be extremely effective in targeting the younger demographic. While some cannot vote themselves, young people are often vocal and passionate about the issues they care about, and will help generate even more publicity for your campaign. Social media campaigns use different online platforms to advertise. For example, your organization or project could launch a Facebook page, Twitter account, Instagram, or online discussion forum. Using these accounts,

you could use photo or caption contests, video contests, viral sweepstakes (where users leave a comment or make a post in order to enter a contest), and/or hashtags (online search keywords denoted by the pound key symbol, #) to advertise.

Another great benefit of social media is how quickly it spreads information. If you are looking to reach a large, broad audience of people, then the web is a prime target for your PR efforts.

Events

By far, events are the costliest and most demanding of these public relations strategies. They require an extraordinary amount of planning in order to be effective. However, when pulled off right, events can generate an incredible amount of publicity. They allow you to interact directly with your audience, so they are receiving your message straight from the source. Fundraising events can also be effective, as they not only allow you to generate capital that can be used for your preservation projects, but also allow the public to feel as if they are directly contributing to the success of these projects.

The Maynard Historical Society has hosted many events in the past, including lectures at the town Library and talks at their annual meetings (all open to the public). In Maynard, we are also fortunate enough to host an annual town fair, Maynardfest. Renting a table at Maynardfest is relatively inexpensive, and allows organizations to reach a wide audience of people from in and around Maynard.

SECTION VII: PRIVATE DEVELOPMENT AND HISTORIC PRESERVATION

The private sector is an important component of any country's economy. Comprising of various ventures owned by individuals (rather than the federal, state, or local governments), a thriving private sector is a symbol of a country's wealth and status. In the United States, it is a gleaming exemplar of the capitalism we fought so hard to protect during the Cold War.

Private developers make their living off of building new properties and investing in old ones, creating new businesses and new jobs, and growing the country's economy. Though new construction is a prominent aspect of this job, the rehabilitation of historic properties is an area of interest for many developers, too.

However, some private developers are intimidated by historic properties, dreading the accompanying restrictions and limitations, the heavy hand of the town government. Some may also believe that the price of historic rehabilitation far outweighs the profit, but this is simply not true.

Private developers have no reason to fear historic properties. As Michael Ainslie – former president of the National Trust for Historic Preservation – once said, "Preservation is not just saving landmarks. It is [an] economic development strategy." Often, historic properties are effective, sustainable, successful alternatives to new construction. They provide private-sector developers with a new opportunity, not an old burden.

An Introduction to Private Development

As preservationists, we easily see the intrinsic value in our historic properties. When we look at an historic building, we see the contributions our history has made to our country, our lives, and our culture. Unfortunately, private developers cannot always afford to view historic properties in this light. In order to understand why private developers sometimes view a property's historic status as a negative – and in order to counteract that opinion – we must first begin to think like them.

Private-sector developers are in the business of buying, owning, and selling properties. Therefore, they are inherently familiar with the rights that accompany the buying, owning, and selling of properties. In the United States, there are four types of property rights: private ownership, public open access, public closed access, and state ownership. These forms of ownership simply concern who has the right to regulate the property, be it the state, a single individual, a collection of individuals, or some combination thereof.

True private ownership of a property would allow the property owner to buy, develop, alter, and sell the property as he or she pleases. Though private developers typically have private ownership of their properties, they still fall subject to many federal, state, and local regulations. Property owners reserve the rights to lease, sell, mortgage, and otherwise manage their property, but the state still reserves its rights to tax the property, seize it for public use, or repossess it (in the case of death), among other actions.

Many private developers believe that, because historic properties are sometimes more heavily protected by the government, investing in an historic property will force them to

renounce more of their property rights. Sometimes, this may be true; for example, a developer who purchases a property with a preservation deed restriction renounces his right to alter the property in certain ways. However, in most cases, an historic property does not present with more limitations – and the ways in which these properties are limited are balanced by or even outweighed by their economic benefits.

As Neil Mayer, professor of agricultural economics and rural sociology at the University of Idaho, writes, "the property rights of private owners are shared with the public." Sometimes, these public interests conflict with the developer's private business interests. The key to working with historic properties as a private developer is learning to balance public and private interests. A developer who is willing to sacrifice some of his property rights for the public good opens himself up to tremendous profits in historic redevelopment.

Sustainable Development and Adaptive Reuse

Private developers are faced with many options in their work. Demolition, new construction, and the redevelopment of older structures number among those myriad options. Arguably, all of these options could be viable under the perfect conditions, but the perfect conditions rarely exist. In real life conditions, development must be sustainable to succeed.

Sustainability conserves resources and earns profits not just now, but in the long run. Often, demolition and new construction are less sustainable than the redevelopment of older structures. Therefore, sustainable development and historic preservation go hand-in-hand; one cannot exist without the other.

According to scholar Angi Fuller Wildt at the University of South Carolina, "the most environmentally sustainable buildings are those that are already built." New construction and demolition are not only less "green" than the restoration of an old building, but also frequently more expensive.

Economic sustainability is just as much a part of sustainable development principles as environmental sustainability. For example, when a building's original materials are maintained, money is invested in local sources, rather than overseas. The maintenance of the building's original character, through the preservation of its materials, provides another form of sustainability: cultural sustainability. The character of an area – its traditions, its customs, its way of life – is represented in the preserved history. Together, environmental, economic, and cultural sustainability lay the foundation for sustainable development.

Even if it is the most economically, environmentally, and culturally beneficial option, conserving an historic building through sustainable development is not without its own challenges. For example, an historic building's original use may not align with its most sustainable future use, which can present challenges with zoning, or the town's allowed uses for the building. An old mill might be zoned for industrial use only, but a developer may see potential for a residential use in the future. This is actually where adaptive reuse becomes most effective. Adaptive reuse allows the developer to refurbish an old structure for a purpose different from its original use.

Adaptive Reuse Zoning

Private developers can take many actions to make their job easier on the town. Likewise, the town must also take action to make historic redevelopment easier on the developer.

In some towns, zoning designations can hinder opportunities for the reuse of vacant or underutilized historic buildings – especially when the town is looking to attract a private developer. Adaptive reuse zoning lets the town government expand the allowed uses for the building by amending the existing zoning bylaw. For example, an empty mill building zoned for industrial use could be rezoned for commercial, residential, or mixed uses. The bylaw should also contain site plan review or design guidelines to encourage developers to preserve the defining historical characteristic of the building.

The town Planning Board typically drafts Adaptive Reuse Zoning Bylaws. Before amending zoning bylaws, the Massachusetts Historic Commission recommends that the property is studied to determine its best uses. Then, the most effective method of rezoning can be determined based on these uses.

At present, Maynard does not have an Adaptive Reuse Zoning Bylaw. In order to pass an Adaptive Reuse Zoning amendment, the town Planning Board must hold a public hearing and issue a report to town meeting or city council. Only with a 2/3 majority vote in town meeting or city council can the amendment be passed. Therefore, it is crucial for the local legislative body to garner community support for town preservation efforts prior to such a vote.

Economic Benefits of Historic Properties

The reuse of historic properties can be economically prosperous in both the public and private sectors. Some of these benefits result merely from the practicality of historic redevelopment. Other times, the public sector is willing to reward the developer with extra benefits as compensation for the property rights he or she has sacrificed for the greater good. Either way, there are many opportunities for private developers to profit from their historic investments.

Federal and State Designations

In most cases, special designations awarded by the federal and state governments – such as the National and State Registers of Historic Places – are only honorary, meaning that they have no legal bearing over what happens to the building. For private developers, this is good news: in the case of such a designation, the historic status of the building does not interfere with the development process.

Additionally, these designations can provide economic benefits to private property owners. Studies have proven that historical designations – particularly in historic districts – increase residential property values over time, by as much as 35%. One reason for this is that historic designations can sometimes protect properties from fluctuations in the housing market. This stability can attract more and more investors, also causing an increase in property values.

On the other hand, newer construction in historic districts was shown to consistently depreciate in value, making adaptive reuse a more viable method for development in these areas.

Tax Credits and Easements

Tax credits are incentives provided by the government that can significantly reduce the amount of taxes a property owner must pay. At the federal level, both tax credits and easements (otherwise known as preservation deed restrictions) give private property owners the opportunity to return on their investments. A 20% tax credit is available for income-producing historic properties, and a 10% tax credit is available for properties built prior to 1936. Property owners who donate an easement or preservation deed restriction to their property, requiring all subsequent property owners to protect certain historic features of the building, may also be eligible for a federal income tax deduction. More information on federal tax credits can be found on page 9.

Tourism

In 2014, the travel and tourism industries accounted for 3.1% of the U.S. economy. That same year, the tourism industry generated over 105 million jobs.

As you can see, the business of tourism can be a lucrative investment for a private developer. Heritage tourism – traveling to experience the history and culture of both past and present – is one part of that business, one directly reliant on historic preservation. Even in small towns, historic sites can be major draws for heritage tourists. If those sites are not aptly preserved, they lose much of their charm and allure – and the economy loses a substantial profit.

Tourism can be not only profitable to the town, but profitable to a private developer as well. For example, a refurbished farmhouse could make a successful private museum on the history of agriculture. Or, an old jailhouse could be transformed into a novel restaurant – as is the case of the A&B burger joint in Salem, MA.

Small Business and Downtown Revitalization

Businesses unrelated to tourism may also find a suitable home in an historic building. According to urban activist Jane Jacobs, newer businesses – such as local boutiques and small start-ups – are more frequently attracted to the charm of older buildings than sleeker, more modern designs.

Privately-owned businesses can profit from historic preservation even when their properties are not the ones in question. In many small towns, including Maynard, small businesses form the heart of the town's economy and culture. The appearance of these businesses' storefronts is one of the most important components of their advertising and marketing strategies. Some communities are finding that their downtown areas are suffering as their storefronts begin to deteriorate.

The rehabilitation of historic storefronts can draw more customers to these small downtown businesses. However, it is important to preserve the historic character of the

storefront in the revitalization process. Though a shiny, modern exterior may hold superficial appeal, many customers will also be attracted to the charm of an historic storefront.

Many towns are passing bylaws – such as those enacting historic districts (see pages 16-17) – to protect the historic character of their storefronts. Though private developers should undoubtedly be familiar with the nature of these bylaws, they should not be intimidated by them. Ultimately, when the community is happy with the developer, the happiest customers will present.

Here in Maynard, we are proud to invest ourselves in the future of our businesses downtown – and we recognize the substantial effect that the revitalization of storefronts can have on those businesses. In Maynard, no organization better represents that interest than the Revitalize Maynard Collaborative. One of the most notable achievements of the organization is its commitment to rejuvenating storefronts downtown. For example, the organization sponsored a "Downtown Spruce Up" prior to Maynardfest, where businesses "spruced up" their storefronts in celebration of the festivities.

Partnering with the Local Government

As previously stated, private developers must often share their property rights with the public. Most of the time, the public does not deal with the developer directly. Instead, the government – representing the public interest – collaborates and compromises with the developer. The more successful the collaboration between private and public interests, the more successful the venture will be to the developer and the town. This is especially true in cases of historic preservation, as the public frequently harbors deep attachment and pride toward its history. While it is crucial for private developers to honor that history, the town should honor the developer's goals for the property, too. When a developer succeeds in transforming an historic property into an income-producing business, the town as well as the developer can reap the economic and cultural benefits.

Public-Private Partnerships (PPPs)

A public-private partnership is the technical term for a collaboration between a private developer and the government, in which private management is introduced into a public service. Public-private partnerships can comprise anything from a National Park Service contract with a private construction firm to the shared ownership of a building between the developer and the town government. These partnerships are entered into via long-term contracts between the developer and the town. The building does not necessarily need to be historic for a PPP to exist, but for our purposes, we will be focusing specifically on the implications of a PPP for an historic property, known as Heritage PPPs.

PPPs of any kind can be beneficial to both the public and private parties. Obviously, the private developer serves a public interest simply by entering into the PPP. However, a developer can also provide fresh insight and creative innovation to bring that public interest to its fullest potential. In some cases, private investors also can provide the public with much-needed capital; in other cases, the public might fund the developer's vision. PPPs can also be beneficial to developers because they allow the investor to share the risk of the venture with another entity.

Also significant is the influence that local governments have over public opinion. Public parties can help private developers gain local support for their projects.

In most heritage PPPs, the private developer partners with the local government. The role of the local government, or "public partner," is to regulate and protect the building, while the private partner handles the economic side of the partnership and typically maintains long-term ownership and management of the property. Oftentimes, a third partner – a non-profit organization (NGO) – also enters the PPP, but assumes only a passive role in the process. Sometimes, the non-profit may share ownership with the private partner; other times, they may simply hold the local government accountable for its role in the site's preservation and help to influence public opinion regarding the PPP. The NGO may also be able to provide historic expertise in a way that neither the public nor private parties can.

In most cases, the building in question is one that is troublesome for the local government to maintain; the private developer helps to relieve some of the town's stress, but in the meantime, the preservation of the building is still ensured. Because of the gap between the cost of rehabilitating an historic building and the resulting value of the building, the private developer frequently looks for the public partner to provide some type of funding. Since this funding can be daunting to provide, several public institutions may enter into the PPP in this role, though usually only the local government is considered the "public partner" of the developer. Usually, the local government provides economic incentive in the form of tax credits or grants. Provisions for adaptive reuse (see pages 27-28) are another common component of a PPP.

By entering a long-term contract with the developer, the public can be assured that the building will be preserved for at least one year or longer. Provisions are also made for the public partner, in order to ensure the protection of the building's historic character. For example, the PPP may stipulate maintenance requirements, approvals for major changes, the prohibition of demolition, and/or the reversion of ownership to the public at the end of the lease. Preservation deed restrictions (see page 18) may also be added onto the lease to ensure that these restrictions continue to apply to subsequent owners of the property.

The tremendous benefits of public-private partnerships should be shared with local citizens. As long as both parties remain transparent and accountable with the public, PPPs can be a great way for a developer to make his profit while still ensuring the protection of an historic property. Alternatively, PPPs can lose public support when there is a lack of transparency and accountability on either side of the agreement.

SECTION VIII: HISTORIC PRESERVATION FOR HOMEOWNERS

Houses can be historic just as other buildings can. While not all historic houses still serve a residential function, many still do, presenting a unique set of concerns for homeowners looking to preserve the historic character of their homes. Many of the resources available to public and private owners of historic properties – such as preservation consultant services (see page 14) – are also useful to historic homeowners. Historic homeowners may also be subject to the conditions of preservation bylaws, like historic districts, just as private developers are. Nevertheless, some resources and concerns are unique especially to historic homeowners. In this section, you will find information unique to historic homes; however, historic homeowners are still recommended to consult the rest of this guide for other relevant information and/or resources.

Insurance

If you have owned an historic home for some time now, you are probably already familiar with the effects of your property's history on insurance rates. However, if you have just bought or are considering buying an historic home, you may be surprised to learn that typical insurance coverage might not cut it when it comes to your historic home.

The reason for this is, quite simply, age. Many historic homes have unique characteristics that must be preserved using period materials, which can be more difficult and/or more expensive than repairing a typical home. Historic properties are typically sorted into two categories: those built before 1945 and those built before 1900. While owners of homes built before 1945 might consider a typical homeowner policy with some additional coverage, owners of homes built before 1900 should definitely consider an historic home policy - from a firm that specializes in historic homes - that includes restoration coverage. While this type of coverage can cost more, in the long run, the benefits far outweigh the costs for historic homes with unique architectural features.

Likewise, if you purchase a "fixer-upper" historic home, typical insurance coverage may do at first; however, as you restore and upgrade the home, its value will increase, meaning that this policy may no longer apply. Therefore, experts recommend that homeowners do an annual check of their insurance needs to make sure they are getting the coverage that works best for them.

The best way to determine how much insurance coverage your historic home needs is to obtain an insurance cost appraisal from an appraiser or a restoration contractor with extensive knowledge of historic properties. After receiving an appraisal, contact your insurance company and increase your building's coverage limit to the appraised value.

Insurance policies for historic homes should include replacement-in-kind coverage, which will ensure the preservation of hard-to-replace details – such as hand-crafted wood features, decorative moldings, or stained glass windows – in the event of damage or destruction. This can be added onto a standard insurance policy, but is typically included in policies specifically for historic homeowners. When guaranteed replacement cost coverage is unavailable, ask about extended replacement cost coverage; though it is a step down from guaranteed replacement

coverage, it will add an extra layer of protection to your historic home. If your historic home also includes expensive antiques or artwork, you will also want to insure those items, as most standard insurance policies only cover the market value of the home.

Standard insurance policies also tend to include something called a "co-insurance clause," which is a warning sign for historic homeowners. A co-insurance clause requires the policy holder to maintain a minimum insurance limit of around 80-90% of the property's value. If you are underinsured, this clause enables the insurance company to decrease your claim payment by the same percentage as you are underinsured. This can result in the loss of important historic characteristics that may be particularly expensive to restore.

Insuring an historic home can be pricey, costing up to 20% more than standard insurance rates. Luckily, there are a few precautions historic homeowners can take to lower these premiums. Installing modern safety tools, such as smoke detectors, sprinkler systems, and burglar alarms, can help lower your insurance rate without compromising the historic character of your home. Any restorations, repairs or upgrades performed on your home should also comply with federal, state, and local building codes. As previously stated, modern repairs and upgrades can change your insurance policy by increasing the value of your home; however, upgrading old plumbing and electrical systems can, in some cases, help convince firms to insure your historic home.

Maintenance

Historic homes, like other historic properties, sometimes have a reputation for being expensive, due to the substantial amount of upkeep that is sometimes needed to preserve the historic character of the property. However, regularly inspecting your historic home and performing the necessary maintenance can actually prevent the property from costing you more in the future, as many costly problems are caused by a lack of proper routine maintenance. A brief overview of the recommended inspection and maintenance procedures for historic homeowners, adapted from Preserve Rhode Island, is provided below.

Once a year:

- Inspect the **external wood features** of your home (sills, cornices, doors, porch flooring, etc.) for damage, making sure to fill any cracks with a caulk or epoxy specifically designed for exterior use. In addition to filling them, unsealed joints should also be primed and painted with a good quality exterior paint. If decayed wood is found, it is important to locate and stop the source of moisture as soon as possible to prevent further damage, which can quickly become costly and inconvenient.
- Inspect **all wooden railings and fences** for deterioration, rust, moisture damage, etc. Repair, prime, and paint/stain them as necessary. Any metal fixtures (other than those made from aluminum) can be cleaned using a wire brush and primed/painted using paints made specifically for that metal. Aluminum should be cleaned with a mild detergent, primed with zinc chromate, and painted with paint designed for aluminum only. Alternatively, bare aluminum can be protected using varnish or wax.
- Inspect all **structural systems**, including exposed exterior and interior surfaces of walls and all exposed roof framing members. Check for signs of movement and/or deterioration in all walls, both interior and exterior. Inspect roof supports for rotted,

cracked, or splitting timbers. In the event that significant damage is discovered, consult a structural engineer who is familiar with the nature of historic buildings. Engineers who are not familiar with historic buildings might recommend overly-aggressive solutions to structural problems.
- Have a professional exterminator check for **termites and other wood-damaging insects** once a year. Treat appropriately if necessary.

Twice a year:

- **Foundations and steps** should not only be inspected in the fall and spring, but also after any major storms. Proper drainage is the best form of prevention for any foundational problems. However, one should still check twice yearly for cracks or leaks (water in the cellar is often a dead giveaway). If a crack or leak is discovered, consult a mason familiar with historic masonry and be sure to match the original mortar in color, texture, and composition, in order to preserve its historic character. Also, do not use any chemicals or other harsh methods, such as sandblasting, to clean your historic masonry.
- **Chimneys and fireplaces** must be inspected for signs of crumbling, loose or missing stones. If damage is discovered, consult a mason familiar with historic masonry and be sure to match the original mortar in color, texture, and composition.
- Proper **roof** maintenance entails regular cleaning of the gutters and/or downspouts, and the replacement of deteriorating flashing. Additionally, not only should the roof be inspected in the fall and spring, but it should also be checked after any winds higher than 40 mph. Roof sheathing should be checked for proper ventilation, and roof shingles should be checked for any worn or missing components. Also, check the nails and clips to make sure that all components of the roof are properly secured and no water can leak through. Leaks and loose attachments should be repaired immediately, while plywood, rolled asphalt roofing, or tar paper can provide a temporary solution for more serious damage.
- Appropriate surface cleaning techniques should be used on all **window frames**, including but not limited to rust removal, limited paint removal, and reapplication of protective coatings. Making windows weather-tight may also be effective to reduce damage and increase thermal efficiency; this can be done either be re-caulking or installing weatherstripping. Treating the window frames with a 1:1 mixture of linseed oil and mineral spirits prior to repair can help extend the life of the wood. For windows, it is also especially important to limit any *replacements* made to the original window frames. Repair is a more viable option for historic preservation; however, *selective* replacements may be made to the frames when necessary.
- The preservation of the **exterior wood features** of your home is especially important because it is a huge part of what gives it its historic character. Proper drainage is the best way to prevent wood damage. Also, avoid power-washing, as it can allow water to seep in unnoticed. If repainting of the exterior wood is ever necessary, avoid stripping paint layers, as these layers help protect the wood from water and UV damage. All new work to the exterior wood features of the building should be done “in-kind,” using the same materials, techniques, dimensions, and configuration as in the original design.

Three or more times per year:

- Check **gutters and downspouts** frequently, including after any storms or high winds. Leaks should be repaired, clogs should be cleaned, and loose gutters/downspouts should be properly reattached. To protect the foundation of your home from water damage, consider installing a downspout leader or tray, and/or wood gutters (which have superior tensile strength). Also, install any downspout replacements with the seams facing away from the wall to avoid leaks from damaging the sidewall features of the building.
- **Paint** should be inspected on a regular basis for bare spots, blistering, peeling, and mildew. Stopping leaks as quickly as possible helps to prevent mildew, but if you still discover mildewed areas of your home, these areas can be cleansed with a mixture of 1 part bleach to 10 parts water. Any paint or primer used on your home should be compatible with the materials and any preservatives used on the material.

"Going Green" in an Historic Home

News of climate change has rocked the nation for decades now, leading many homeowners to become more energy efficient, or "go green." Luckily, many historic homes were originally built with energy-saving features such as thick walls, light-reflecting finishes, vents, and shade-providing awnings and/or porches. Maximizing the energy-saving potential of these preexisting features is a cost-effective way to "go green" in an historic home.

For example, in the Northeast, "saltbox-style" homes were designed with sloped roofs, to direct cold winds up and over the house, keeping it warmer in wintertime. Chimneys were placed in the center of the house to allow heat to radiate outward, and houses and outbuildings were typically grouped in L or U-shapes to create a sheltered area in which to work. Thick masonry walls also help keep the house warm during the day and cool at night by absorbing the sun's rays during the day. These classically-historic features can reduce the need for heating systems in the winter and cooling systems in the summer, providing great potential for energy efficiency even in the modern era.

Besides their original energy-saving designs, historic homes can also be made more energy efficient through simple changes and/or upgrades. The National Trust for Historic Preservation recommends starting with a professional energy audit – or performing your own – to identify a baseline for your home's energy efficiency. After that, you are ready to begin "going green!"

Reducing air infiltration is one of the easiest, most effective ways to improve your energy efficiency. Cracks in attic floors and doors, among other openings, allow conditioned air to leak outside, increasing the cost of cooling. Certain problems – such as wet or moldy insulation, a history of ice dams in the winter, and/or knob and tube wiring – may require a professional contractor to fix. However, attic air leaks can often be sealed oneself using a combination of fiberglass insulation, foil insulation or drywall, and caulk. Drafts can also be reduced significantly by taking simple measures such as closing curtains or shades at night, using rolled towels or "draft snakes" at the bottoms of doors, and closing fireplace dampers when not in use.

Heating and cooling systems can sap energy when used inefficiently. Before replacing your HVAC system – a costly upgrade which, in an historic home, could also increase your insurance premiums - address any problems with your air infiltration. You can also take simple,

"do-it-yourself" measures to reduce your heating and cooling bills. For example, the hot water system – which accounts for about 13% of the energy bill in most homes – can be used more efficiently by insulating the pipes and turning the thermostat down to 120 degrees Fahrenheit. You might also consider installing a tankless hot water system or solar-powered hot water system, without significantly impacting altering the historic character of your home. Geothermal heat pumps can also be more energy efficient; however, if your historic property is also part of an historic landscape, your property may need to be evaluated for archaeological resources before geothermal pumps can be installed.

Finally, retrofitting windows – rather than replacing them with newer, more energy-efficient windows – is a cheaper, more viable option to increase the energy efficiency of historic homes, as it allows the owner to preserve the original historic windows (if they are intact). According to the National Trust for Historic Preservation's Green Lab, the rate of return for retrofitted windows amounted to 3-4%: nearly double that of installing modern, energy-efficient windows. Retrofitting strategies include weather stripping and sealing and installing exterior storm windows or interior cellular shades. What option you choose should depend on the climate in which you live and the other needs of your home; in other words, make sure you are prepared for the next harsh New England winter!

National Trust for Historic Preservation Programs

In addition to funding and aiding in public and private historic preservation efforts, the National Trust for Historic Preservation also offers several products and services designed specifically for owners of historic homes. A sampling of these services appears below.

National Trust Insurance Services' Historic Property Coverage

In the event that your historic home requires specialized coverage, National Trust Insurance Services (NTIS) is a division of the National Trust for Historic Preservation specializing in insuring historic properties. Working with its partner – Maury, Donnelly, & Parr – NTIS ensures that "the hidden costs of historic reconstruction" are covered under its insurance policy. These "hidden costs" include: skilled craftspeople, hard-to-match materials, extra time for rebuilding, and additional professional services (to help with recertification and recovery of tax benefits, among others). NTIS covers the increased cost of construction for historic buildings, historic certification expenses, the loss of local, state, and/or federal tax benefits, increased building assessments, and green building upgrades, to increase energy efficiency when possible. It also provides historic homeowners with extra time to restore your property in compliance with landmark and other building laws. In addition to this Historic Property Coverage, NTIS also offers Builder's Risk insurance for properties being renovated or reconstructed. For more information on Historic Property Coverage, contact National Trust Insurance (see pages 39-40).

Valspar Historic Color Palettes

The National Trust for Historic Preservation has partnered with the paint company Valspar to make a special product available to owners of historic homes. Together, the two

parties designed an historic paint selection of over 250 colors. Available exclusively at Lowe's, the collection features four palettes, named for historic American architectural styles and sourced from historic buildings around the country: Georgian, Neoclassical, Southwestern, and Victorian. These paints allow historic homeowners to repair their homes with an affordable, easy-to-obtain product. Valspar also supplies paint to the National Trust's own historic sites.

Unico System Green Series

The National Trust for Historic Preservation also partnered with the energy company Unico to design and manufacture an effective small-duct central heating and cooling system. Such a system is particularly effective for historic homes, where larger-duct systems cannot be fitted without compromising the historic and architectural character of the home. The Unico System has been installed in the National Trust's historic properties across the country, from the Mark Twain House to President Lincoln's Cottage.

Historic New England Programs

Historic New England – then known as the Society for the Preservation of New England Antiquities – is a private organization founded by William Sumner Appleton in 1910. Since then, Historic New England has acquired thirty-six historic museums and a collection of over 110,000 relics. In addition to managing these sites and educating the public, Historic New England also provides various preservation services to historic homeowners. The organization is dedicated to preserving each historic site with as little impact as possible on the original historic fabric of the building.

Historic Homeowner Membership

The majority of Historic New England's benefits are provided through its Historic Homeowner Membership program. Though it is not free, it allows members to take advantage of preservation services such as: e-mail or telephone consultations, virtual technical assistance, e-newsletters, and special members-only workshops. It also has the added benefit of free admission to all thirty-six of Historic New England's museums! Membership costs $50.00 per individual or $60.00 per household. Please contact of Historic New England (see page 46) for more information.

Preservation Easement Program

Historic homeowners can partner with Historic New England to donate a preservation easement (aka preservation deed restriction – see page 18) to their home, preventing future alterations or neglect from damaging the building's historic character. Before a property is approved for a preservation easement, Historic New England will conduct substantial research, such as compiling historic and/or architectural background information and evaluating the significant features of the site. After approving your property for an easement and conducting the necessary legal proceedings, Historic New England continues to monitor the property; all repairs and alterations must be approved by the organization before they can proceed. When a preservation easement is donated to a National Register or historic district building, the donor

may be eligible for a federal tax deduction. Contact Historic New England (see page 46) for more information.

SECTION IX: ADDITIONAL RESOURCES

Congratulations! You have officially completed your primer in historic preservation and are ready to take action. But, despite your mastery of its language, techniques, and etiquette, historic preservation is simply too big a process to tackle alone. Luckily, there exists a plethora of preservation organizations eagerly awaiting your call. Here you will find a collection of contacts in various areas of preservation.

National Preservation Resources

National Park Service

www.nps.gov

Northeast Region:

Mike Caldwell

National Park Service

US Custom House

200 Chestnut Street, Fifth Floor

Philadelphia, PA 19106

Tel: (215)-597-7013

For federal tax credits:

Technical Preservation Services

National Park Service

1849 C Street, NW

Washington, DC 20240

Tel: (202)-513-7270

E-mail: nps_tps@nps.gov

Web: www.nps.gov/tps/tax-incentives.htm

Advisory Council on Historic Preservation

www.achp.gov

401 F Street NW, Suite 308

Washington, DC 20001-2637

Tel: (202)-517-0200

E-mail: achp@achp.gov

National Endowment for the Humanities

www.neh.gov

200 7th Street SW

Washington, DC 20506

Tel: (800)-NEH-1121

(202)-606-8400

E-mail: info@neh.gov

National Trust for Historic Preservation

www.preservationnation.org

The Watergate Office Building

2600 Virginia Avenue, Suite 1100

Washington, DC 20037

Tel: (202)-588-6000

(800)-944-6847

For general inquiries:

info@savingplaces.org

For online and print editorial:

editorial@savingplaces.org

For membership information:

members@savingplaces.org

For public affairs:

pr@savingplaces.org

For grants:

grants@savingplaces.org

National Trust Insurance Services, LLC

www.nationaltrust-insurance.org

33 South Gay Street

Baltimore, MD 21202

Tel: (866)-269-0944

E-mail: info@nationaltrust-insurance.org

American Institute of Architects

www.aia.org

1735 New York Avenue, NW

Washington, DC 20006-5292

Tel: (800)-AIA-3837

E-mail: infocentral@aia.org

State Preservation Resources

Massachusetts Historical Commission

www.sec.state.ma.us/mhc/

220 Morrissey Boulevard

Boston, MA 02125-3314

Tel: (617)-727-8470

E-mail: mhc@sec.state.ma.us

For grants:

Paul Holtz

Program Director

Tel: (617)-727-8470

E-mail: Paul.Holtz@sec.state.ma.us

For the Certified Local Governments program:

Christopher C. Skelly

Director of Local Government Programs

E-mail: Christopher.Skelly@sec.state.ma.us

Massachusetts Historical Society

www.masshist.org

1154 Boylston Street

Boston, MA 02215-3695

Tel: (617)-536-1608

To contact: http://www.masshist.org/contact

Massachusetts Cultural Council

www.massculturalcouncil.org

10 St. James Avenue, 3rd Floor

Boston, MA 02116-3803

Tel: (800)-232-0960

(617)-858-2700

For the Massachusetts Cultural Facilities Fund:

Web: www.massculturalcouncil.org/facilities/facilities.htm

Jay Paget

Program Director

Tel: (617)-858-2723

E-mail: jay.paget@art.state.ma.us

Annie Houston

Program Officer

Tel: (617)-858-2727

E-mail: annie.houston@art.state.ma.us

Community Preservation Coalition

www.communitypreservation.org

10 Milk Street, Suite 810

Boston, MA 02108

Tel: (617)-367-8998

Stuart Saginor, Executive Director

E-mail: stuart.saginor@communitypreservation.org

Katherine Roth, Associate Director

E-mail: katherine.roth@communitypreservation.org

Hillary Kozloski, Communications Director

E-mail: hillary.kozloski@communitypreservation.org

MassDevelopment

www.massdevelopment.com

99 High Street

Boston, MA 02110

Tel: (800)-445-8030

(617)-330-2000

To contact: http://www.massdevelopment.com/contact-us/

For technical assistance with development projects:

Tania Hartford

Director of Real Estate Services

E-mail: thartford@massdevelopment.com

For the Massachusetts Cultural Facilities Fund:

See “Massachusetts Cultural Council” above

Preservation Massachusetts

www.preservationmass.org

Old City Hall

45 School St.

Boston, MA 02109-3204

Tel: (617)-723-3383

E-mail: assistance@preservationmass.org

For the Most Endangered Resources program:

Courtney Whelan

Program Manager

E-mail: cwhelan@preservationmass.org

For the Preservation Circuit Riders program:

Stacia Caplanson

Preservation Circuit Rider, Western MA

Tel: (617)-999-3256

E-mail: scaplanson@preservationmass.org

Massachusetts Foundation for the Humanities

www.masshumanities.org

66 Bridge Street

Northampton, MA 01060-2406

Tel: (413)-584-8440

To contact: http://masshumanities.org/about/contact/

For grants:

Pleun Bouricius

Director of Grants and Programs

Tel: Ext. 106

E-mail: pbouricius@masshumanities.org

Rose Sackey-Milligan

Program Officer

Tel: Ext. 101

E-mail: rsackey-milligan@masshumanities.org

Melissa Wheaton

Grant Administrator

Tel: Ext. 100

E-mail: mwheaton@masshumanities.org

Massachusetts Historic Preservation Conference

www.mapreservationconference.org

E-mail: info@MApreservationconference.org

Local Preservation Resources

Town of Maynard

www.townofmaynard-ma.gov

195 Main Street

Maynard, MA 01754

Board of Selectmen (as of 2015):

Becky Mosca

Administrative Assistant

Tel: (978)-897-1301

Town Administrator (as of 2015):

Kevin Sweet

Tel: (978)-897-1375

E-mail: ksweet@townofmaynard.net

Town Planner (as of 2015):

Bill Nemser, AICP, LEED AP

Tel: (978)-897-1302

E-mail: bnemser@townofmaynard.net

Assessor's Office (as of 2015):

Angela M. Marrama, MAA

Chief Assessor

& Marianne Dee

Assistant Assessor

Tel: (978)-897-1304

Building & Inspections (as of 2015):

Richard A. Asmann

Building Commissioner

Tel: (978)-897-1302

Maynard Historical Commission

http://www.townofmaynard-ma.gov/gov/committees/historical-commission/

E-mail: histcom@townofmaynard.net

Community Preservation Committee

http://www.townofmaynard-ma.gov/gov/committees/cpc/

E-mail: communitypreservation@townofmaynard.net

Maynard Historical Society

www.maynardhistory.org

195 Main Street

Maynard, MA 01754

To contact: http://maynardhistory.org/contact

For urgent matters only:

Dave Griffin, President

Tel: (978)-394-2375

E-mail: davebets@mac.com

Preservation Resources for Homeowners

Historic New England

www.HistoricNewEngland.org

Otis House

141 Cambridge Street

Boston, MA 02114-02

Tel: (617)-227-3956

For Historic Homeowner Membership:

Tel: (617)-994-5910

E-mail: Membership@HistoricNewEngland.org

For the Development Office:

Tel: (617)-994-5951

E-mail: Development@HistoricNewEngland.org

For events and programs:

E-mail: ProgramInfo@HistoricNewEngland.org

For research/inquiries about archives and photos:

E-mail: Archives@HistoricNewEngland.org

For research/inquiries about furniture and objects:

E-mail: Collections@HistoricNewEngland.org

For press or media inquiry:

E-mail: News@HistoricNewEngland.org

SECTION X: PRESERVATION SUCCESS STORIES

Though historic preservation sometimes seems exclusive to National Parks and museums, we can witness preservation in our own backyard. From National Register sites to Community Preservation projects, Maynard is home to many exemplars of historic preservation. A sampling of Maynard's past preservation projects appears below, to help inspire and provide guidelines for future preservation.

Glenwood Cemetery

Glenwood Cemetery has existed in Maynard, MA since the town's formation in the early 1870s. It contains more than 6,000 gravesites, including those of 54 Civil War veterans. Many famous locals, including town founder Amory Maynard, were buried there, and its monuments are excellent representations of the artistic and architectural styles of the time. Perhaps most importantly, the cemetery represents the diverse cast of immigrants who populated Maynard at the time, including names of English, Scottish, Irish, Russian, Polish, Finnish, Swedish, and Greek descent. Interestingly enough, research also suggests a moderate to high potential of locating Native American and other archaeological artifacts and resources in the area.

As a result, Glenwood Cemetery received recognition from the National Park Service as a National Register property on May 4, 2004. To this day, the Cemetery remains the only historic site in Maynard to receive a National Register designation.

In 2013, the Maynard Historical Commission embarked on a CPA-funded project to repair the fence surrounding Glenwood Cemetery. The fence, gradually damaged by many New England winters, was deemed too ramshackle to restore, so replacing the fence became the focus of the project instead. The annual Town Meeting allocated Community Preservation Act and Perpetual Care funds toward the project, which has been executed as a group effort of the Historical Commission, Maynard Department of Public Works, and MassCor Industries.

The Maynard Mill

The Maynard Mill - originally owned and operated by town founder Amory Maynard and his partner William Knight - has remained the heart of Maynard's cultural and commercial life, despite numerous changes in ownership and use. The Mill, which opened in 1847, and its prospects of work attracted a sprawling and diverse population of immigrants to the town. Ten years later, the Mill closed in a nationwide recession. The only original Mill building still standing today has been moved across the street and adaptively reused as an apartment house.

During the Civil War, the Mill reopened under the leadership of the American Woolen Company, cranking out woolen textiles for use by the Union army. Its success - and the influx of immigrant work - were so overwhelming that the Mill managed to stay in business until the Great Depression, when the national financial crisis forced it to sell all of its housing.

The Mill reopened again during World Wars I and II to produce blankets and jackets for American soldiers. However, when peace resumed, business once again dwindled due to the outsourcing of factory jobs overseas and the increased use of synthetic fibers. Luckily, in 1857, two young engineers from MIT's Lincoln Laboratory secured space in the mill complex for their startup, Digital Equipment Corporation (DEC). DEC, like so many of the Mill's prior endeavors, evolved into a tremendous success, growing to become the second largest employer in the State of Massachusetts (second only to the Commonwealth itself!). In 1974, DEC was acquired by Compac, which maintained offices in the Mill complex until 1998.

After the absence of DEC, the Mill complex was first reused for commercial use as Clock Tower Place in the early 2000s, ushering in a new era of business triumphs and trials for the town of Maynard. In March of 2015, Clock Tower Place was acquired by Saracen Properties, a private developer with big plans for the future of the Mill.

"Built in 1847. Reborn in 2016." "1.1 million square feet of pure potential." These are just a few of the slogans for Saracen Properties' planned revitalization of the Maynard Mill and former Clock Tower Place, each of which captures both the historic essence and the bright future of the property. The company has rechristened the complex "Mill and Main" and is currently redesigning it for mixed uses. Its amenities will include ground-floor retail, a riverside boardwalk, and a brand-new brew pub operated by Battle Road Brewing, which opened in August 2015. Saracen's creative transformation and expansion of the Mill's preexisting resources makes Mill and Main a prime example of adaptive reuse.

ArtSpace and Acme Theater

On January 2, 1924, the town of Maynard voted to erect an eight-room schoolhouse on Summer Street. Emerson Junior High School – built by the T.P. Hurley Construction Company of Marlborough, Mass – officially opened for use two years later, on January 19, 1926. The addition of the George Washington Auditorium would join this school with the former High School, leading the complex to be renamed the Emerson-Fowler School. The name was later shortened to the Fowler Junior High, and eventually the Fowler Middle School.

When construction on a new Fowler Middle School began, the question of what to do with the old one loomed over every head in town. In 1996, the town voted to appoint a Fowler School Building Reuse Committee. As all these changes were happening, a local group of artists – informally called the Assabet River Artists Association (ARAA) – assembled, creating an impetus for the transformation of the school into art studios.

Perfectly enough, the Reuse Committee concluded in 1999 that the most suitable use for the building was lease to a nonprofit cultural or arts group. The building was officially transferred to ArtSpace, Inc. in January of 2001. Studios remain in high demand, as 43 studios are shared between 75 artists and only one or two spaces become available each year.

Meanwhile, Acme Theater Productions – a community theatre troupe - shares ArtSpace's residency in the old Fowler. Though the group formed in 1992, Acme Theater did not officially become a non-profit corporation until 2001, conveniently as the reused school began to seek occupants. A few minor injuries later, the Fowler's old wood shop was converted by hand into a 70-seat theater.

Together, ArtSpace and Acme Theater form the cultural center of Maynard. Not only is the complex at the old Fowler School a perfect example of adaptive reuse; it is also a living, breathing, thriving work of art in and of itself.

Coolidge School

The Coolidge School was one of several elementary schools built in the early 1900s to account for the growing population of mill workers and their children. The lower level of the Coolidge School was built in 1905, while the second level was added in 1910. However, the school is considered historic - rather than simply "old" - due to its ties to Maynardian James Mullin, who contracted the original first story, and the master architect Charles Bateman, widely known for his commissions throughout the Boston area. Due to this rich history, the building was declared eligible for the National Register of Historic Properties in 1999, though this designation was not pursued. Additionally, the School is home to an enormous hill famous for its wintertime revelry, and a renovated public playground for entertainment during warmer months.

In 2013, the Maynard School Administration - who previously held office in the building -announced its intentions to vacate the Coolidge School. The other tenants, including the Maynard Food Pantry and Hudson-Maynard Adult Learning Center - soon followed suit, rendering the future of the building uncertain. To tackle the enormous problem of preserving the Coolidge School's history, the Maynard Historical Commission and Board of Selectmen worked together to form the Coolidge School Reuse Taskforce Committee to make recommendations for the empty building's possible fate and eventual uses.

The Committee orchestrated a Public Forum to garner public opinion on the future of the Coolidge School. While some wondered if the high costs of rehabilitation - caused largely by a lack of routine maintenance throughout the years - would be unappealing to private developers, many believed the costs of losing the building would be much greater than the costs of preservation. 56% of attendees believed that preserving the school was "of the utmost importance" and 50% felt it was important that the school remained in public use - yet 79% did not care whether the building was publicly or privately owned.

Eventually, the Committee submitted its recommendations to the Board of Selectmen. It determined that the school would best be adaptively reused, rather than demolished, and that the town should invest in repairs to prevent future deterioration while the ownership of the building was debated. Among the recommended preservation strategies were a Request For Proposals (RFP) from private developers, the imposition of a Preservation Deed Restriction, and the subdivision of the lots to keep the School's playground in public use. As of now, the building remains in limbo - but the Coolidge School can ultimately be considered a preservation success, due to the overwhelming public support in favor of maintaining its historic character.

Maynard Public Library

Many Maynard residents likely remember the conversion of the old Roosevelt School at 77 Nason Street into the current home of the Maynard Public Library. The final result of this rehabilitation project was unveiled on July 17, 2006.

A lot happened prior to the library's grand reopening. Before anything else, the Roosevelt School had to be built. In 1916, a vote of 147 to 2 decided that the town would build a 14-room elementary school for $55,000. The school opened for classes in the fall of 1918, although its start date was delayed due to the ongoing influenza epidemic.

Rehabilitating the damaged school was no small – or cheap – feat. According to the library's website, the estimated costs totaled an impressive $5.7 million. Amassing this sum required a combination of state, local, and private funding. $2.1 million came from a library construction grant from the Massachusetts Board of Library Commissioners, while the remaining $3.6 was borrowed, thanks to a debt-exclusion matter passed at the May 2003 town meeting. Meanwhile, the cost to taxpayers was defrayed through a capital campaign conducted by the Friends of the Maynard Public Library, which managed to raise over $500,000 in pledges and donations.

The tremendous achievement of the Roosevelt School's rehabilitation stands as a paragon of historic preservation in Maynard. Only time will tell if the present challenges of the Coolidge School, Mill and Main, and our other reused properties will meet similarly successful fates.

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