



National Trust *for*  
Historic Preservation

# Historic Preservation –Process and Successes

CHAVIS PARK PUBLIC LEADERSHIP GROUP

Tuesday, February 12, 2013

SKEO

IRVIN M. HENDERSON



*Save the past. Enrich the future.*

# Agenda

- What is Historic Preservation?
- Why Historic Preservation?
- The National Trust for Historic Preservation: What Is It?
- Our Signature Program: National Treasures
- Our Involvement with Carter G. Woodson Home: An Example
  - 11 Most Endangered Places
  - Collaboration
- Cultivation
- Planning
- Research and Documentation
- The Business of Preservation



National Trust *for*  
Historic Preservation

**Save the past.  
Enrich the future.**



# Who we are

**The National Trust for  
Historic Preservation,**  
a privately-funded  
non-profit organization,  
works to save  
America's historic places.



# Our cause

We are the cause that tells the American story,  
and weaves together a multi-cultural nation.

A cause that promotes vibrant communities.

A cause that inspires people and celebrates tradition by  
saving the places where history happened.

**We are the cause for preservation.**

**Save the past. Enrich the future.**



# The Trust at a glance

- Headquartered in Washington, DC
- 300 staff
- 11 field offices
- 29 historic sites
- \$70 million annual budget
- 120 statewide and local partners
- Main Street programs across the US
- Tax credit subsidiary
- Projects supported in every state
- Three-star *Charity Navigator* rating

# National Treasures

Historic Places  
That Tell the American Story



# The Process

- **Cultivation** –of physical, financial and human resources
- **Planning**—leadership, collaboration, coordination, documentation, communication
- **Research and Documentation**—identification, archives, protection, permission and celebration
- **Advocacy and Organizing**
- **The Business of Preservation**—operating expenses, sustainability, stewardship



# Cultivation of Resources

- **Physical**—listing the historically significant features and aspects to Chavis Park, taking pictures, collecting artifacts, recording elder conversations, stabilizing the frail
- **Financial**—determining local grant support, contacting your SHPO, Preservation NC, National Trust, foundations, agencies
- **Human**—recruiting capable volunteers

# Planning

- George Washington Carver-Diamond, MO  
1943
- Structure a working group—formal or informal
- Recruit effective leaders
- Develop a vision or visions
- Strategic / Preservation / Business
- Preservation/rehabilitation/restoration/reconstruction

# Research and Documentation

- Preservation plan
- Historic Resources Survey
- Historic Structures Report
- Analysis of Historic Significance
- Local designation
- State Register of Historic Places
- National Register of Historic Places—includes sites
- Section 106 Review

# Research and Documentation

- Preservation Ordinance
- Preservation Commissions—RHDC
- Designation as a local historic resource
- Preservation Easements
- Potential of the Carousel House as an Archive
- Tax Incentives—the KAPP Act, State Credits
- Ware Creek Rosenwald School—Blounts Creek

# Advocacy and Organizing

- Building Your Case
- The Case Statement
- Continuing Cultivation of Collaborators
- Regulatory Approval
- Leveraging your designation
- Bringing People to Preservation
- Preservationist—Steward—Trustee--Advocate

# The Business of Preservation

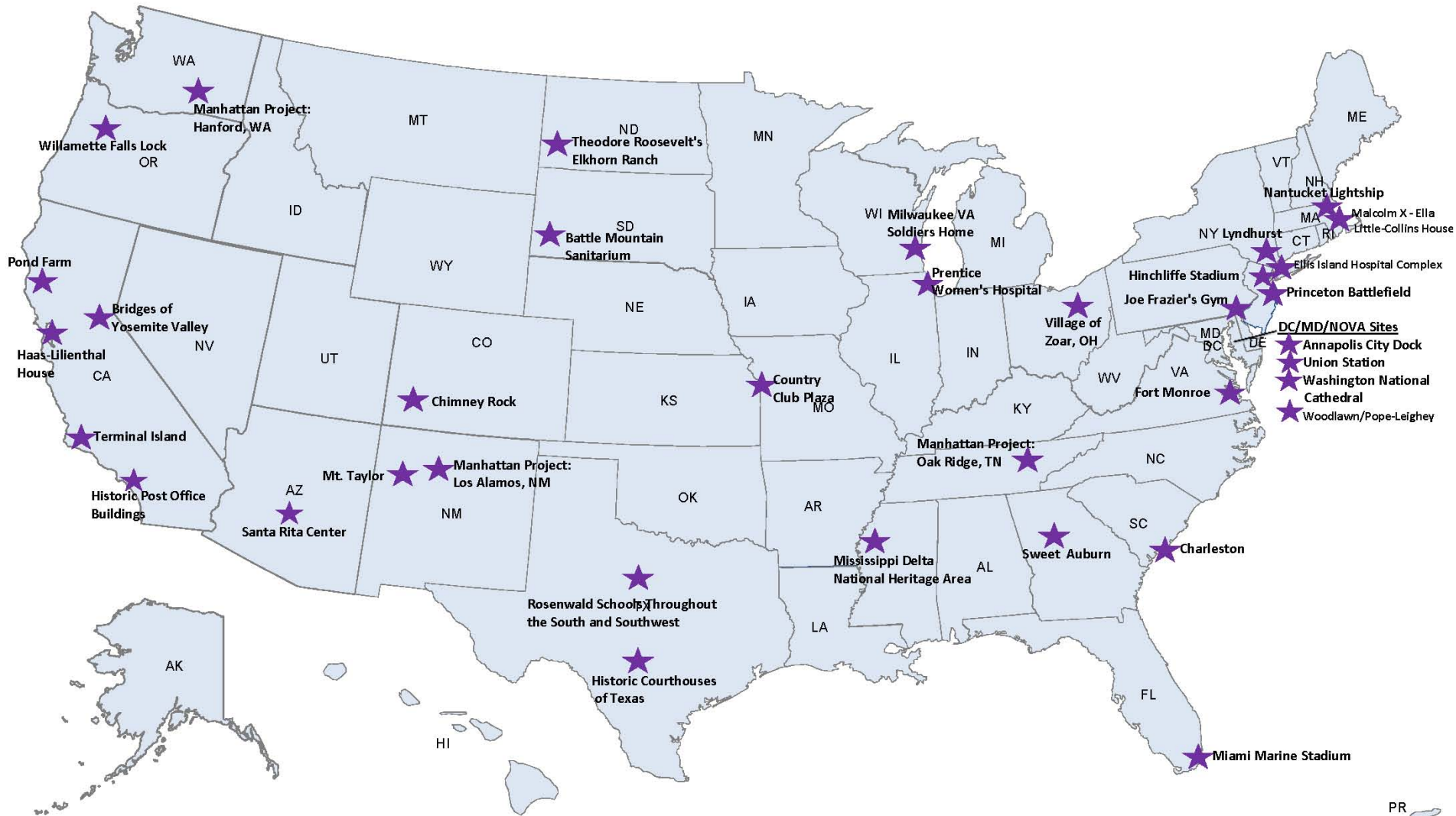
- Operating Expenses
- Organizational Expenses
- Fundraising
- Sustainability
- Earned Income
- Museum vs. Exhibits
- Engagement of Others

# What are National Treasures?

- Places where the National Trust is taking **direct action** today
- Places of national significance -- or where our work has national implications
- Places that are threatened
- Places that reflect the rich diversity of American history



# 2012 NTHP National Treasures Portfolio





# Fort Monroe, Hampton, Virginia

**Opportunity:**  
Conserve Fort Monroe's outstanding scenic, natural, architectural, and cultural assets, and ensure that the sight is interpreted to tell its full story as a landmark of African American heritage.



*Opportunity: Julius Rosenwald's early 20<sup>th</sup> century philanthropy sparked a program providing seed grants for the construction of more than 5,300 schools, shops, and teachers' houses in 15 states built by and for African Americans. In 1954, when the Supreme Court ruled segregation in education unconstitutional, the schools became obsolete. Many Rosenwald Schools, once the pride of their communities, were neglected, abandoned, or demolished.*

- The National Rosenwald Schools Conference: 100 Years of Pride, Progress, and Preservation* was held June 14-16 on the campus of Tuskegee University. Over 350 gathered from 22 states to attend a selection of 54 sessions, documentary screenings, and tours.
- A gift in the amount of \$100,000 was made by Alice Rosenwald at the conference, to be used for funding for Rosenwald School projects.
- The first of three Rosenwald School Board Development Workshops was held in Acworth, Georgia, to equip site administrators and board leaders with the knowledge and skills need to strengthen long-term sustainability of their sites and enhance organizational capacity.

## Rosenwald Schools



## Joe Frazier's Gym

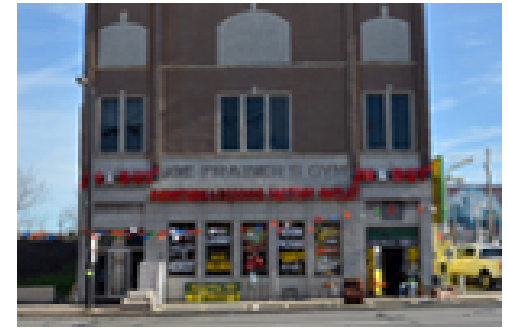
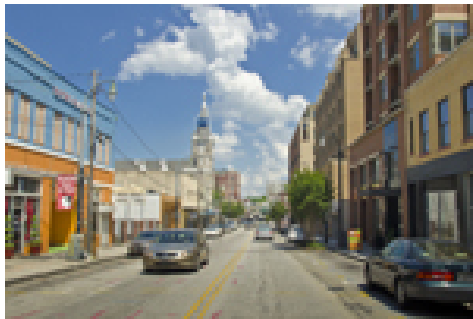
*Opportunity: The converted warehouse where Smokin' Joe perfected his punch is home to a discount furniture store and is for sale. Despite growing interest in commemorating Frazier's life, the gym is unprotected; it enjoys no formal historic designation.*

- Nomination for local designation underway by students from Temple University, with designation expected by November. Pro bono services secured for preparation of National Register nomination.
- New York Times* front-page story on September 5<sup>th</sup> outlined the case for the building's preservation.
- Screening of a recently released documentary film about Frazier and a panel discussion with local preservation advocates and the filmmaker is set for mid-October at Temple University.
- The executors of Joe Frazier's estate (his children) have offered support for our work.
- The Preservation Alliance of Greater Philadelphia and our team has engaged Urban Partners to prepare a market study.

# 11 Most Endangered Historic Places

## The Big Tool

Over the Rhine--Cincinnati





# 11 Most Endangered Historic Places

- Since 1988, the National Trust's list of America's 11 Most Endangered Historic Places has identified 234 of our country's greatest cultural and architectural treasures, all of which faced specific and immediate threats.
  - To date, only a handful have been lost.



# Carter G. Woodson Houses

- **Year Listed:** 2001  
**Location:** Washington, District of Columbia  
**Threat:** Deterioration, Neglect

- **Significance**

Eighty-five years after Carter G. Woodson created the black history movement, the Washington home where he lived and worked sits abandoned and forgotten, an ironic legacy of the man who spent his life preserving African-American history and culture. The home, which is owned by the Association for the Study of African-American Life and History, a nonprofit publisher, has been abandoned for nearly a decade. It has suffered extensive interior damage, including structural deterioration caused by water leaks in a number of locations.



# Carter G. Woodson Home

- **National Historic Landmark Designation: 1976**
- **National Parks Service Acquisition: 2005**
- **Estimated Cost for Restoration: \$9-13M**
- **Interested Parties:**



- African-American Experience Fund
- Association for the Study of African American Life and History
- National Parks Service
- National Trust for Historic Preservation
- Omega Psi Phi

# The Tools

- Organizational Capacity
- Planning
- Research and Documentation
- Advocacy and Organizing
- Cultivation of Resources
- Operations and Execution
- The Business of Preservation

# Questions???

Thank you!!!

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