

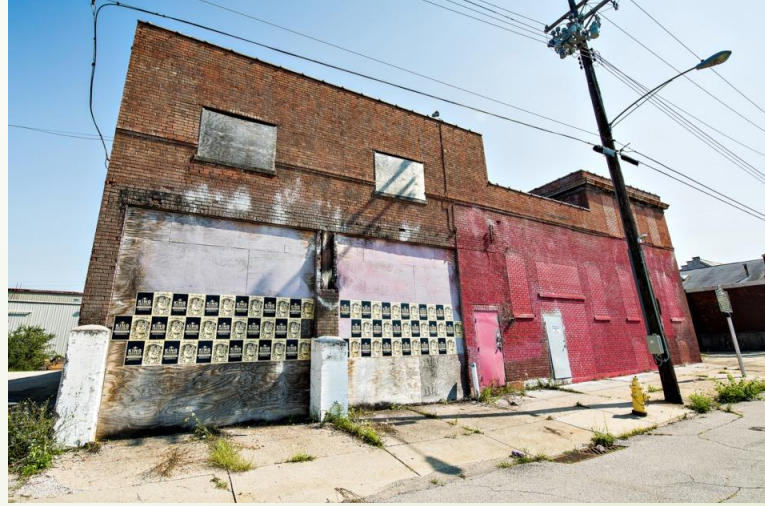


CINCINNATI
PRESERVATION
ASSOCIATION

Historic Preservation:
*Saving our places and
transforming our city*
Beth Johnson and Drew Gores
Cincinnati Preservation Association

celebrate the past
sense of place
green
aesthetic
history
community
design
architecture
identity
connection to past
income diversity
adaptive reuse
recycling
local craftsmanship
authentic
walkable
heritage
living record
one of a kind
law
cant be recreated
stability
environmental
renewal
imbued energy

What is Historic Preservation





Why should we
preserve?



Historic Preservation is Smart Growth!

10 Principles of Smart Growth

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions

STREETSBLOG USA

Bicycling / Walking / Transit / Car Culture / Micromobility / Mobility Justice / COVID-19

Mayor Mark Mallory on How Smart Growth Helped Turn Cincinnati Around

By Angie Schmitt | Feb 11, 2013 | 6 COMMENTS



About seven years ago, when Mayor Mark Mallory came on the scene, Cincinnati was at a low point. To convince the crowd at the New Partners for Smart Growth conference in Kansas City last week of the gravity of the situation, Mallory started off with a story about livestock.

A little before Mallory was elected, a cow escaped from a city slaughterhouse. (Cincinnati, a historic meat-packing city, was once known informally as Porkopolis.) A search was launched, with police helicopters scouring the city. “They looked for the cow for 11 days,”



Benefits of Historic Preservation: Culture

- It can add character and/or charm to a community, and emphasize its uniqueness



The John Hauck House Rocco Murals



Netherland Plaza Hotel

Benefits of Historic Preservation: Sustainability

Table 12. Number of Years Required for New Buildings to Overcome Climate Change Impacts from Construction Process

According to this study, it takes 10 to 80 years for a new building that is 30 percent more efficient than an average-performing existing building to overcome, through efficient operations, the negative climate change impacts related to construction. This table illustrates the number of years required for different energy efficient, new buildings to overcome impacts.

Building Type	Chicago	Portland
Urban Village Mixed Use	42 years	80 years
Single-Family Residential	38 years	50 years
Commercial Office	25 years	42 years
Warehouse-to-Office Conversion	12 years	19 years
Multifamily Residential	16 years	20 years
Elementary School	10 years	16 years
Warehouse-to-Residential Conversion*	Never	Never

*The warehouse-to-multifamily conversion (which operates at an average level of efficiency) does not offer a climate change impact savings compared to new construction that is 30 percent more efficient. These results are driven by the amount and type of materials used in this particular building conversion. The warehouse-to-residential conversion does offer a climate change advantage when the energy performance levels of new and existing building are assumed to be equal (see Figure 14). Thus, it may be particularly important to retrofit warehouse buildings for improved energy performance while renovating them. Furthermore, care should be taken to select materials that maximize environmental savings.

- ❓ Creating new energy efficient buildings does not positively impact our existing conditions
- ❓ Retrofitting existing buildings is the best way to reverse the negative impacts of construction on the environment

Image from The Greenest building: Quantifying the Environmental Value of Building Reuse

Benefits of Historic Preservation: Environment

**saving one
downtown
building**



is
equivalent
to

**recycling
1,344,000
aluminium
pop cans**

=



Benefits of Historic Preservation: Investment

Vine Street 2001 vs Today



Benefits of Historic Preservation: Investment

How the Historic Tax Credit (HTC) Leverages Private Investment



Each dollar of tax credit leverages four dollars of private investment.

That means that \$200,000 of tax credits spurs \$800,000 in private dollars, creating \$1 million of investment.

For every \$1 million in historic property investment, 16 jobs are created and \$2.1 million in economic activity is catalyzed.

Benefits of Historic Preservation: Job Creation

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

**HISTORIC
REHABILITATION**

VS.

**NEW
CONSTRUCTION**

**60-70% Labor
30-40% Materials**

**50% Labor
50% Materials**

Crown Heights Neighborhood Storefront



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

Benefits of Historic Preservation: Housing Stability



Uplands Historic District



Betts Longworth Historic District

Benefits of Historic Preservation: Affordable Housing



Perseverance on Vine



Manse Hotel Senior Housing

Cincinnati's Leadership in Preservation

From Vacant to Vibrant: Cincinnati's Urban Transformation

How a lot of money and a little luck brought one of the nation's most dangerous neighborhoods back to life.

BY ALAN GREENBLATT | SEPTEMBER 2014



COMMERCIAL REAL ESTATE

WHY CINCINNATI WINS THE FIGHT FOR TAX CREDITS

Cincinnati leads the way in Ohio tax breaks, which have had a transformative effect.



WHAT WORKS

How Cincinnati Salvaged the Nation's Most Dangerous Neighborhood

Leaning on the power of local corporations, officials engineered a renaissance in the city's heart.

By COLIN WOODARD | June 16, 2016

Cincinnati's Leadership in Preservation

1964: Beginnings of Cincinnati Preservation

28—The Post & Times-Star
Cincinnati, Thurs., May 7, 1964

Historical Group Elects Officers

The Miami Purchase Assn., an organization recently formed here to preserve historic, pre-historic and archeological sites, has elected officers. They are: Robert Mulhauser, president; John B. Tytus, vice president; Mrs. Henry Wise Hobson Jr., secretary, and Mrs. William S. Rowe, treasurer.

The association also elected 24 trustees and an advisory board including experts in the fields of architecture, archeology, nature and other allied fields.

The association is interested in the area in the original Miami Purchase, later the Symmes Purchase. It included a boat two million acres between the two Miami rivers.

The association will work closely with the University of Cincinnati, the Museum of Natural History and the Historical Society. One of the first projects will be the excavation of the Miami Fort area, an Indian Fort on a bluff near where the Great Miami joins the Ohio River. The association also is interested in preserving homes of different periods in Cincinnati.



Elizabeth Hobson



Martha Phyllis Rowe



Margo Tytus

They heard the call to serve...

In 1964, three civic-minded women answered the call and founded the Miami Purchase Association (MPA): Elizabeth Hobson, Martha Phyllis Rowe, and Margo Tytus. Their initial effort focused on saving Fort Miami but quickly expanded to include threatened buildings. MPA took its name from John Cleve Symmes' original purchase of a million acres between the two Miami rivers.



Volunteer picnic, first meeting of whole antique shop committee, Hayner House, June 8, 1972.

New MPA Trustees 1981 (l-r): John Maurer, Peter Brigg, Rafale, Mrs. John Chermak, Mrs. Warren Woodward, Mrs. William S. Robertson, Don P. Davies, Mrs. John Z. Herzfeld, Mrs. William Hagg, Winney Carolyn E. Burfield, George Bahmyer, Addison Olpin, Rev. Richard Sellers.



A-001
The Beginnings
of Cincinnati
Preservation



National Trust *for*
Historic Preservation

Save the past. Enrich the future.™

Cincinnati's
Preservation is telling
all of our stories


Featured Stories

SUBURBS

Village of Lincoln Heights

The First All-Black, Self-Governing City North of the Mason-Dixon Line

By Maya Drozd



SUBURBS

West College Hill Neighborhood

Springfield Township Community Believed to be the Oldest in Hamilton County

By Maya Drozd

RACE AND ETHNICITY

United American Cemetery

Historic African American burial ground

By Chris Hanlin

UNDERGROUND RAILROAD

Sarah Mayrant Walker Fossett

A Black woman who built an empire, changed the city

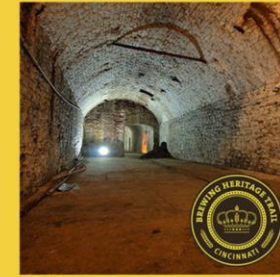
By Sean E. Andres



Cincinnati's Preservation is changing our City



CELLARMEN'S TOUR
90 Minute Walking Tour



GILDED BREW TOUR
90 Minute Walking Tour



BRUNCH, BEER, & BREWERIES
3 Hour Walking & Streetcar Tour

Starting at the Trail Tour Center located at the Moerlein Malthouse Tap Room, we walk along the newly opened Brewing Heritage Trail and share the stories of the men who built and worked in 19th century breweries, exploring dangerous working conditions, grueling hours, and the growing divide between the workers who made the beer and the "Beer Barons" who built fortunes by producing brews. Tours include a visit deep into an lagering cellars and tunnels of the operating) Schmidt Brothers / Crown Brewery.

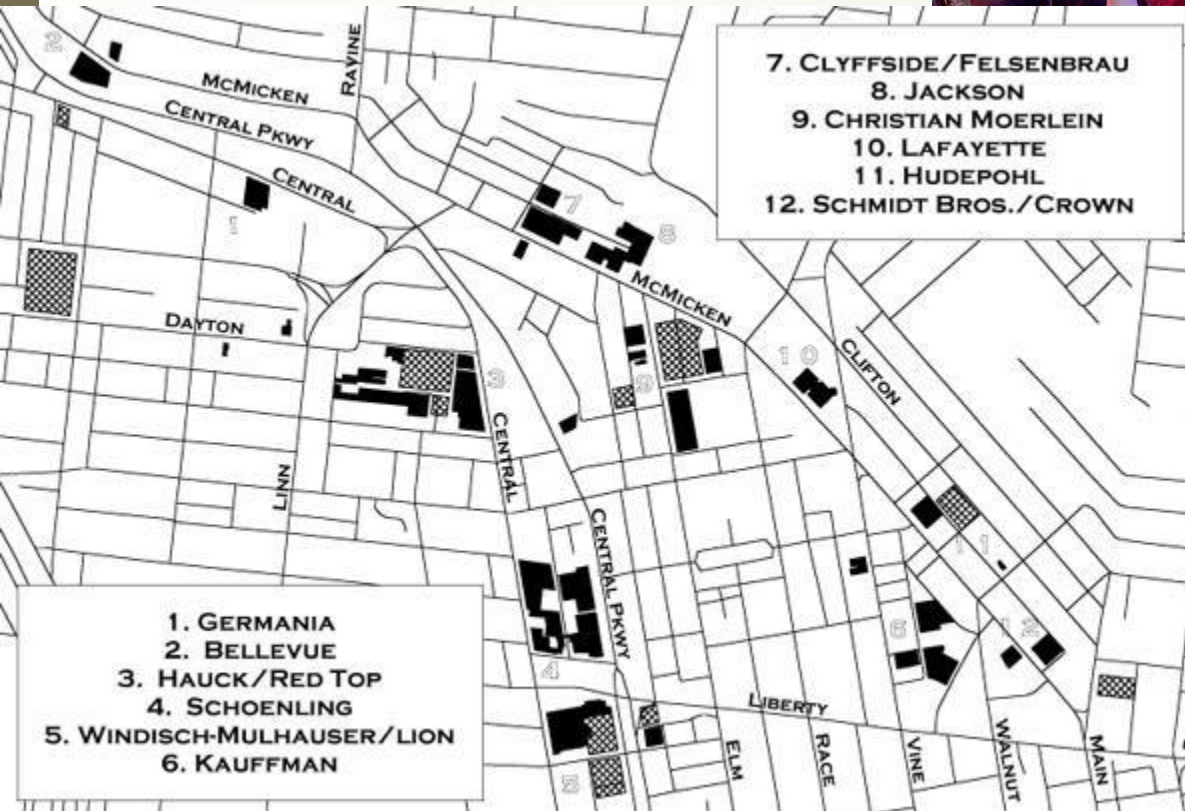
Tickets are \$25.

Starting at the Trail Tour Center located at the Moerlein Malthouse Tap Room, we walk along the newly opened Brewing Heritage Trail and witness the evolution of the brewing industry through the size, complexity, & architectural grandeur of our historic breweries. Along the way we share the stories of those who built or doomed these brewing empires during beer's industrial revolution. Tours include a visit into the vast subterranean lagering cellars of the historic (non-operating) Jackson Brewery.

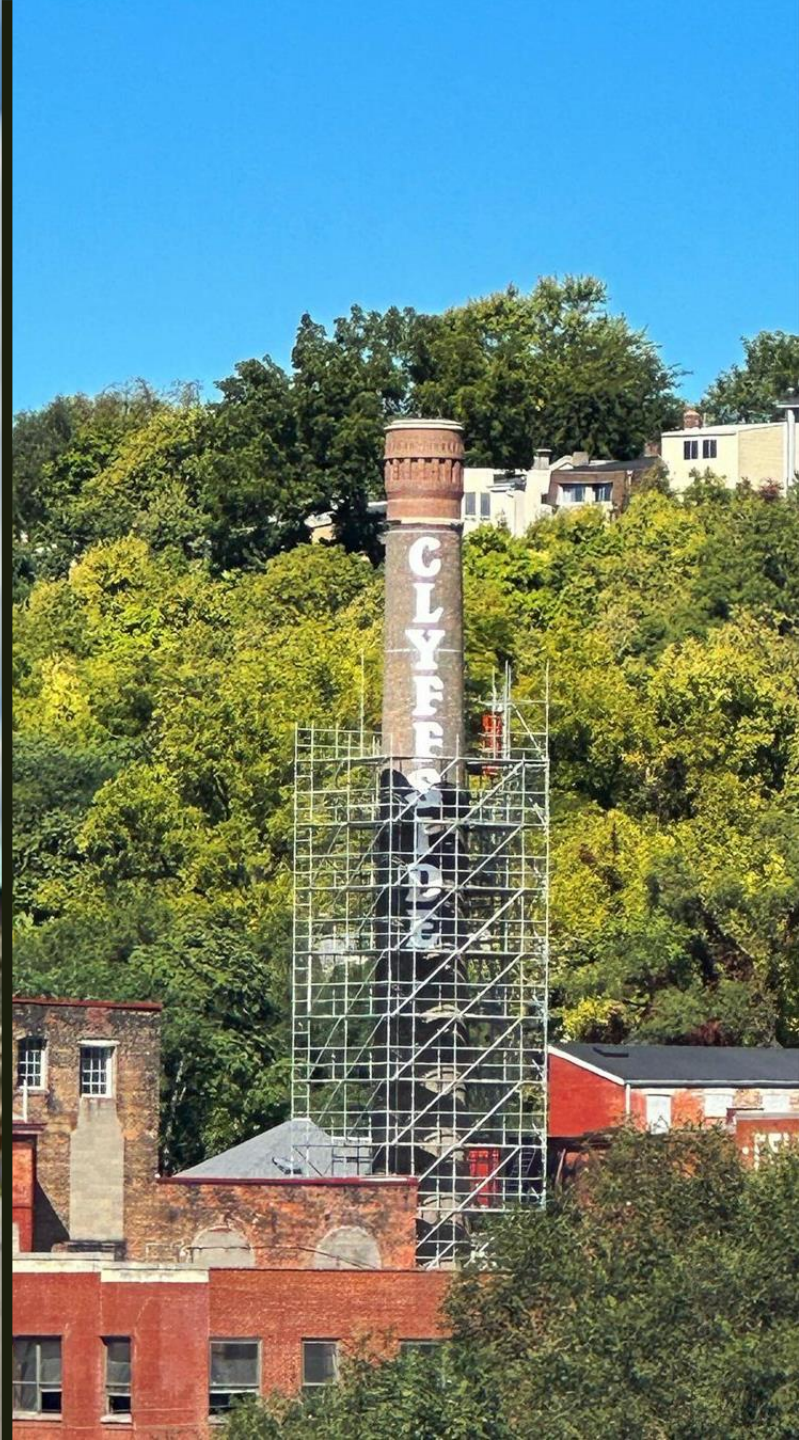
Tickets are \$25.

Starting at the Trail Tour Center located at the Moerlein Malthouse Tap Room, we hop on the streetcar to the Moerlein Lager House. With our first beer tasting, we take a behind-the-scenes tour of the brewpub and the rich history showcased there. After brunch, we head back to the Brewery District on the streetcar, walking along the newly opened Brewing Heritage Trail and learning about our grand brewing heritage. Back at the Moerlein Brewery, we grab our next round of beer tastings for a tour of the operating brewery and historic malt cellars. Tour includes 6-8 beer samples and brunch. *Goupons not valid for this tour.*

Tickets are \$45.



Historic Preservation is changing our City as we look to the past to tell our stories and reuse historic buildings for our future





Questions???

Thank you!!!

Find us and join our mission

www.cincinnatiipreservation.org