

# Agenda

**Part 1** – **Roxanne** – Main Street Overview

**Part 2** – **Greg** – Introduction to Preservation-based Revitalization

**Part 3** – **Robin** – Introduction to the Maine Historic Preservation Commission  
& Preservation Tax Incentives

**Break**

**Part 4** – **Denis** - How & Why Maine's Historic Preservation Tax Incentives  
Make Dollars and Sense for Property Owners

**Part 5** - **Denis** - Design Principles for Preservation-based Revitalization

**Q&A, Discussion**

**Wrap up!**

## How & Why Maine Preservation Tax Incentives Make Dollars and Sense for Property Owners



# Preservation Tax Incentives Power Revitalization Spiral

- Revitalization**
- Increased economic vitality
  - Jobs
  - Tax revenue to City
  - Promote revitalization

**Preservation Tax Incentives**  
Owners of property in Historic Districts have access to financial incentive programs others don't have.

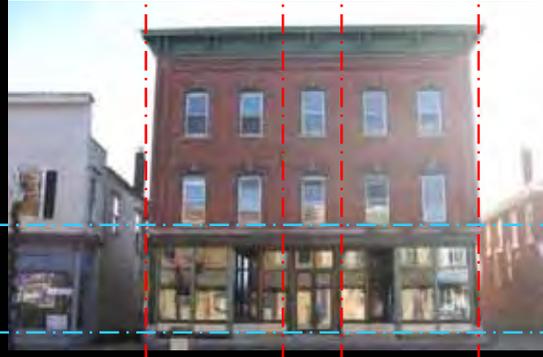
- Investment Opportunities**
- Properties improved

## Preservation Incentives = Investment Opportunities

Opportunities	Programs	Example Project Cost	Example Final Private Investment
 <b>Good</b>	Maine Historic Rehabilitation Tax Credits for Small Projects	<b>\$50,000</b> <b>\$100,000</b>	<b>\$37,500</b> <b>\$75,000</b>
 <b>Better</b>	CDBG Façade Program or Other Programs	<b>\$50,000</b> <b>\$100,000</b>	<b>\$25,000</b> <b>\$75,000</b>
 <b>Best</b>	Maine Tax Credits for Small Projects + CDBG Façade or Other Program	<b>\$50,000</b> <b>\$100,000</b>	<b>\$12,500</b> <b>\$50,000</b>
 <b>Other</b>	Maine Historic Tax Credits + Federal Historic Tax Credits	<b>\$100,000</b>	<b>\$55,000</b>



## Good Opportunity Example – Maine Historic Rehab Tax Credits for Small Projects



Project	Project Cost	Initial Private Investment	ME Tax Credit (25% over 4 years)	Final Private Investment
1. Facade	\$50,000	\$50,000	- \$12,500	= \$37,500
2. Elevator	\$50,000	\$50,000	- \$12,500	= \$37,500
3. Façade + Elevator	\$100,000	\$100,000	- \$25,000	= \$75,000



## Better Opportunity Example – CDBG Façade Program or Other Program



Project	Project Cost	CDBG Façade Program	Initial Private Investment	Final Private Investment
1. Facade	\$50,000	- \$25,000	= \$25,000	= \$25,000
3. Façade + Elevator	\$100,000	- \$25,000	= \$75,000	= \$75,000

😊😊😊 **Best Opportunity Example –**  
**Maine Credits for Small Projects + Other Programs**



Project	Project Cost	CDBG Façade Program	Initial Private Investment	ME Tax Credit (25% over 4 years)	Final Private Investment
1. Façade	\$50,000	- \$25,000	= \$25,000	- \$12,500	= \$12,500
2. Elevator	\$50,000	- \$0			
3. Façade + Elevator	\$100,000	- \$25,000	= \$75,000	- \$25,000	= \$50,000

😊😊😊 **Other Opportunity Example –**  
**Maine Tax Credits + Federal Historic Tax Credits**



Project	Project Cost	Initial Private Investment	ME Tax Credit (25% over 4 years)	Fed Tax Credit (20%)	Final Private Investment
3. Façade + Elevator	\$100,000	\$100,000	- \$25,000	- \$20,000	= \$55,000

## Which Properties Are Eligible for Maine's Small Project Tax Credits?

### If you own property that is

- is individually listed on the National Register - or yes
- located in and contributing to a Registered Historic District
- income producing for 5 years after the rehab yes

### and do a rehabilitation project that

- is completed in accordance with the Secretary of the Interior's *Standards for Rehabilitation* - and yes
- has qualified rehab expenditures between \$50,000 - \$250,000 - and yes
- has qualified expenditures incurred between 1/1/08 and 12/31/2013 yes

**you may be eligible for  
Maine's Small Project Historic Rehab Tax Credit **Yes !****

## Which Types of Projects Are Eligible?

### Qualified Rehabilitation expenditures may include

#### Code Compliance for Existing Buildings such as:

- elevators, stairs, life safety systems, etc yes
- installed within the existing building

#### Interior Items such as:

- walls, partitions, floors, ceilings
- permanent coverings yes
- central air conditioning or heating, plumbing
- components for operation/maintenance

#### Exterior Items such as:

- windows and doors yes
- storefronts
- masonry

# What is the Credit & How Much \$\$?

## Maine's Historic Rehabilitation Tax Credit is

- a dollar-for-dollar reduction in Maine taxes - or
- a dollar-for-dollar refund if the credit exceeds taxes owed
- claimed over 4 years

## and the amount is

- 25% of certified qualified rehabilitation expenses - or
- 30% of certified qualified rehabilitation expenses for **Affordable Housing**

This information is for introductory purposes only.

**Consultation with a qualified legal and/or tax professional is recommended.**  
**Consultation with MHPC is required.**

Please contact: Mike Johnson, Rehabilitation Tax Credit Coordinator  
 Maine Historic Preservation Commission, 55 Capitol Street, Augusta, ME 04333

Ph: 207-287-2949 [mike.d.johnson@maine.gov](mailto:mike.d.johnson@maine.gov)

[http://www.maine.gov/mhpc/tax\\_incentives/index.html](http://www.maine.gov/mhpc/tax_incentives/index.html)

# Steps for Small Projects to Receive \$\$

		Maine	Federal
Step 0	Work with qualified design and construction professionals experienced in Tax Credits & Preservation	✓	
Step 1	Prepare and submit <b>Part 1</b> – Evaluation of Significance to certify contributing	✓	
Step 2	Consults with Director to review proposed rehab	✓	
	Prepare and submit <b>Part 2</b> – Description of Rehab	✓	
	Director determines if proposed rehab meets standards	✓	
Step 3	Construction	✓	
Step 4	Prepares and submit <b>Part 3</b> – Request for Certification	✓	
	Director certifies Rehab	✓	
Step 5	<b>Tax Credit \$\$ available!</b>	✓	

## From Credits to Refunds or Taxes

		Year #1	Year #2	Year #3	Year #4
<b>Project Cost</b>	<b>\$80,000</b>				
<b>Tax Credit</b>	<b>\$20,000</b> (25% over 4 yrs)	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>
<b>Taxes Owed</b>		<b>\$0</b>	<b>\$3,000</b>	<b>\$5,000</b>	<b>\$8,000</b>
<b>Balance</b>		<b>\$5,000</b> <b>refund</b>	<b>\$2,000</b> <b>refund</b>	<b>\$0</b> refund or pay	<b>\$3,000</b> <b>pay</b>

		Year #1	Year #2	Year #3	Year #4
<b>Project Cost</b>	<b>\$160,000</b>				
<b>Tax Credit</b>	<b>\$40,000</b> (25% over 4 yrs)	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,000</b>
<b>Taxes Owed</b>		<b>\$0</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$15,000</b>
<b>Balance</b>		<b>\$10,000</b> <b>refund</b>	<b>\$5,000</b> <b>refund</b>	<b>\$0</b> refund or pay	<b>\$5,000</b> <b>pay</b>

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**Q&A, Discussion**

**Wrap up!**

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# Design Principles for Preservation-based Revitalization



Water Street 1900's



Water Street 1930's



Water Street 1950's



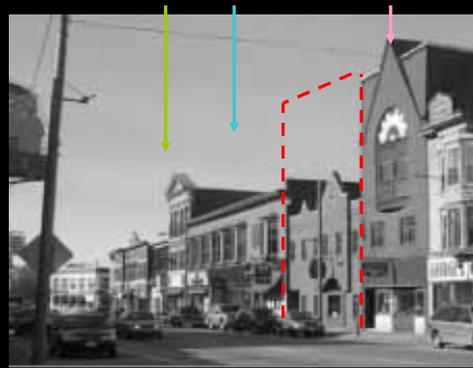
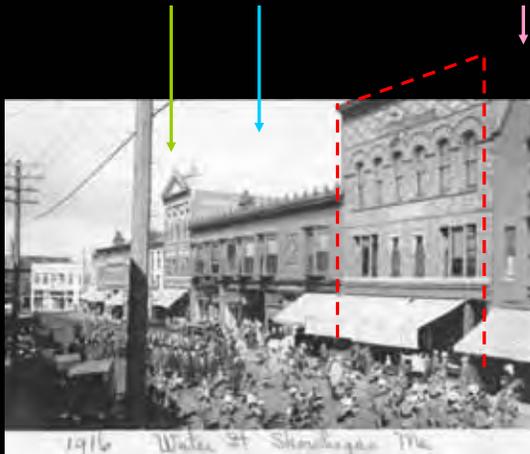
Water Street 2005

This presentation incorporates material provided by the National Trust for Historic Preservation.

# Downtown is a *History of Change*



## Downtown is a *History of Change*



2007 Water St Skowhegan Me

## Some Changes Improve Main Street & Others Detract Design Principles Provide a Timeless Guide

- Design Principles are the “DNA” of downtown architecture.
- Understanding Design Principles help us communicate about **Buildings** and **Streetscapes**.
- Applying Design Principles provides **Unity** without **Uniformity**.

# Principles of Downtown Design

## Principles of Community Design

- Arriving (Gateways)
- Parking
- Connecting

## Principles of Streetscape Design

- Vehicle & Pedestrian Zones
- Lighting
- Business Signs & Awnings
- Wayfinding Signs
- Art & History

# Principles of Downtown Design

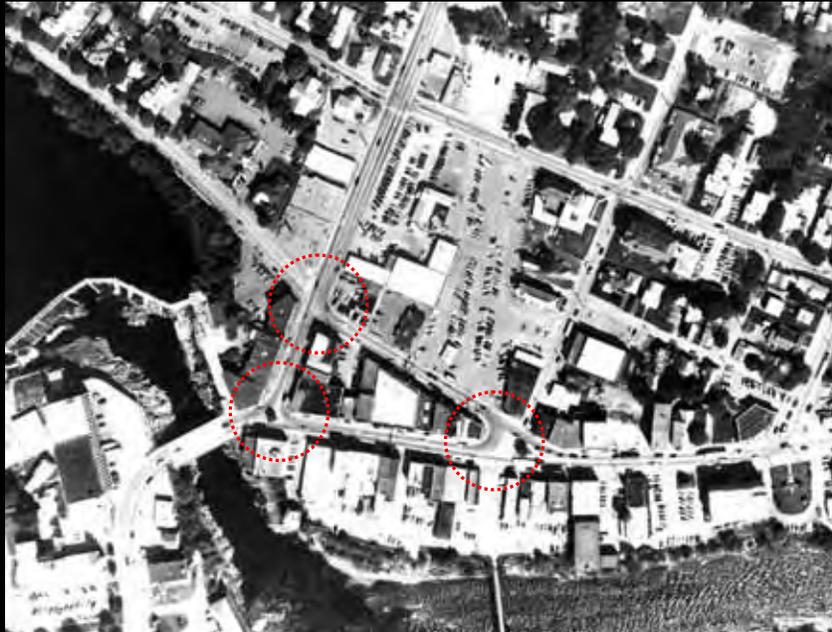
## Principles of Building Design

- Principles
- Examples

## 20<sup>th</sup> Century Buildings & New Infill in Historic Downtowns

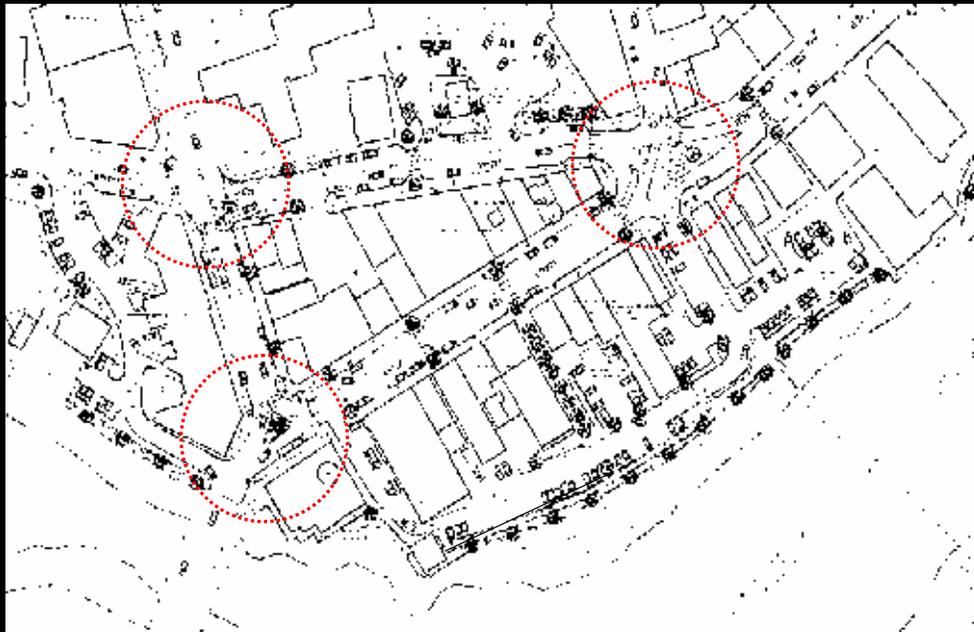
- Examples

## Community Design - Arriving (Gateways)



Page 21

## Community Design - Arriving (Gateways)



Page 22

This slide incorporates material from Skowhegan Riverfront Renaissance, 1999 by TJ DeWan and Associates

## Community Design - *Arriving (Gateways)*



This slide incorporates material from Skowhegan Riverfront Renaissance, 1999 by TJ DeWan and Associates

Page 23

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## Community Design - *Parking!!!!*

For many similar communities:

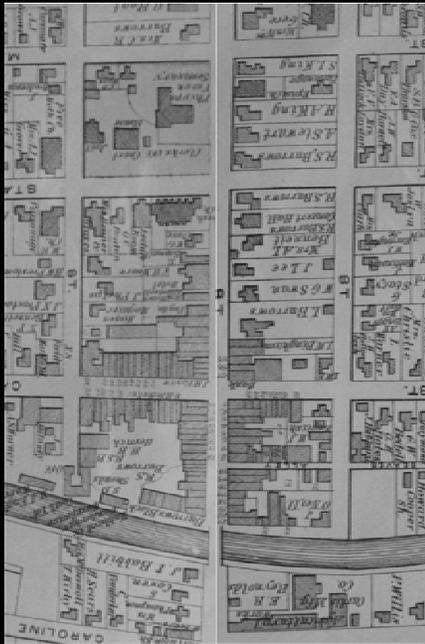
- **Parking!** - Always a concern
- **Parking!** - Rarely a serious problem
- **Parking!** - Usually a perceptual & solvable issue

Why?

- Historic development patterns - high density "up to the street"
- Usually abundant land behind Main Street buildings
- Today's expectations are different
- Less energetic than our ancestors (*lazy*)

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## Community Design – *Parking*



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## Community Design – *Parking Recommendations*

1. Use what you have!!
2. Improve what you have!!
3. Parking Study and **Management** Plan (not engineering)
  - # spaces
  - locations
  - times of use
  - # steps to Main Street
  - condition of connection (findable, safe, ADA, lighting)
  - user groups served (residents, visitors, patrons etc)
  - engage public!

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# Parking Serves, not Dominates



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Page 27

# Parking Serves, not Dominates

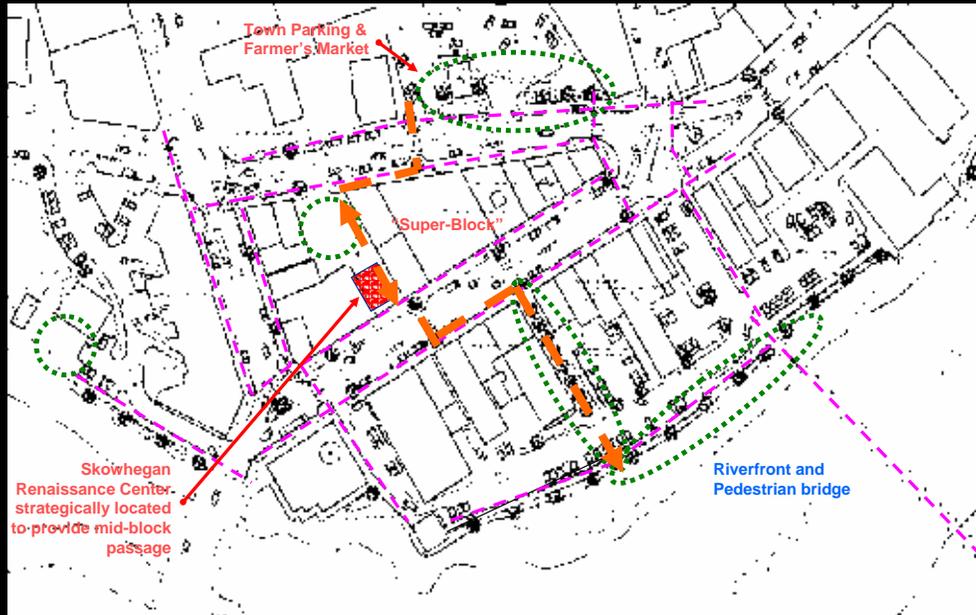


- Safe connections to parking
- Safe connections through parking
- Off Water Street, but near
- Behind buildings

This slide incorporates material from Skowhegan Riverfront Renaissance, 1999 by TJ DeWan and Associates

Page 28

# Community Design - Connecting



This slide incorporates material from Skowhegan Riverfront Renaissance, 1999 by TJ DeWan and Associates

Page 29

# Community Design - Connecting



1. Entry to Passage from Parking

2. Mid-Passage with Water Street beyond



3. Arrival at Water Street



4. Cross walk & Pedestrian light across Water Street



5. Entry to Passage from Water Street

# Principles of Downtown Design

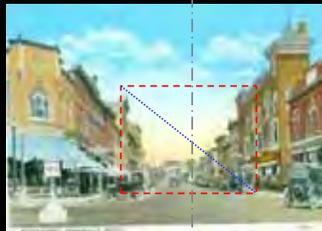
## Community Design

- Arriving (Gateways)
- Parking
- Connecting

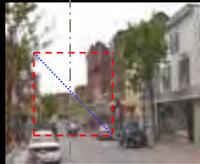
## Streetscape Design

- Vehicle & Pedestrian Zones
- Lighting
- Business Signs & Awnings
- Wayfinding Signs
- Art & History

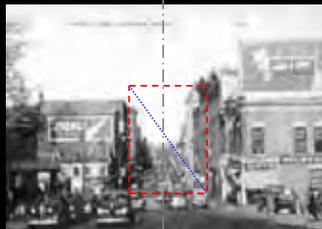
## Streetscape Design – *Vehicle & Pedestrian Zones*



Water Street Skowhegan

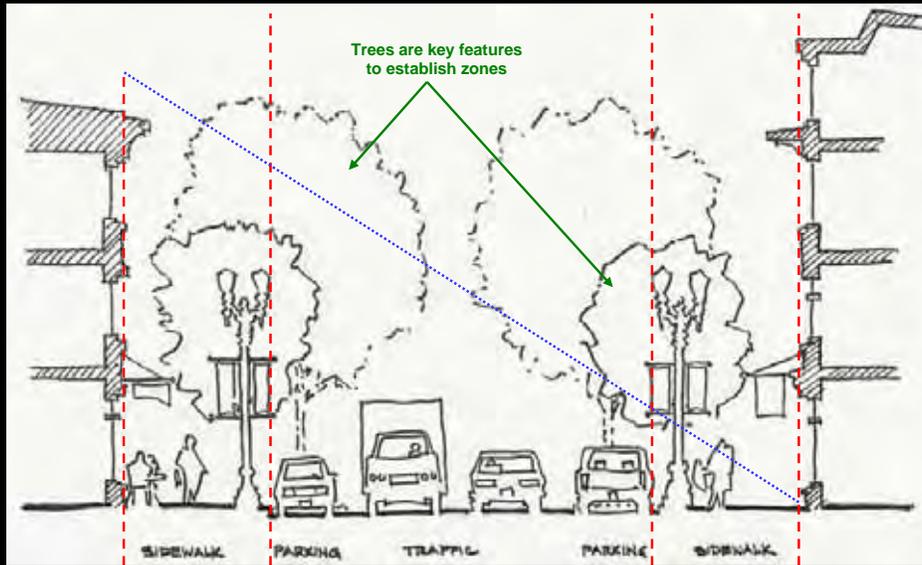


Water Street Gardiner



Water Street Augusta

# Streetscape Design – *Vehicle & Pedestrian Zones*



**Pedestrian Zone**  
trees, bump outs, lights scaled for people, signs, awnings, banners, trash receptacles, benches, flowers

**Vehicle Zone**

**Pedestrian Zone**

# Streetscape Design – *Pedestrian Zone & Lighting*



**Pedestrian Zone**

Trees separate pedestrians

Pedestrian-scaled signs

Pedestrian-scaled lampposts

Pedestrian-scaled awnings

Planter boxes

Tables and chairs

## Streetscape Design – *Wayfinding*



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## Streetscape Design – *Business Signs*



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## Streetscape Design – *Art & History*



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## Streetscape Design – *Art & History*



Page 38

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# Principles of Downtown Design

## Building Design

- Principles
- Examples

## 20<sup>th</sup> Century Buildings & New Infill in Historic Downtowns

- Examples

# Some Changes Improve, but Others Detract

1. THE ORIGINAL FACADE—  
THE VISUAL RESOURCE



2. MINOR FACADE CHANGE



3. MORE MINOR FACADE CHANGE



# Some Changes Improve, but Others Detract

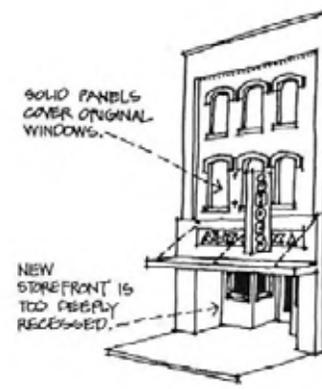
4. STOREFRONT REMODELING—THE FACADE LOOKS CUT IN HALF.



5. MORE STOREFRONT CHANGE



6. ANOTHER STOREFRONT REMODELING

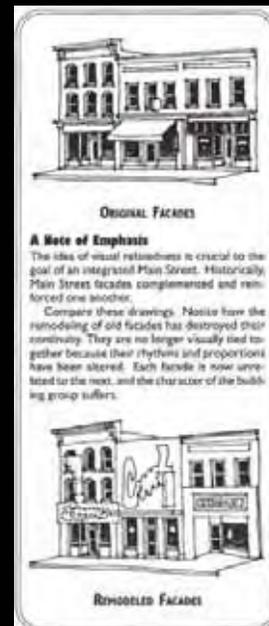


# Rehabilitating a "Remuddled" Facade



Original Facade

Remuddled Facade

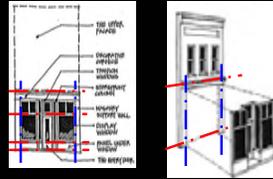


# Design Principles That Define Downtown Buildings

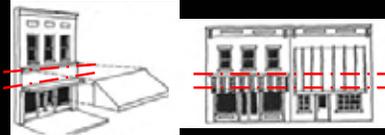
> Patterns for  
Compatibility



Storefronts for  
Business



Awning for Shelter



Signs for Image



Color for Interest



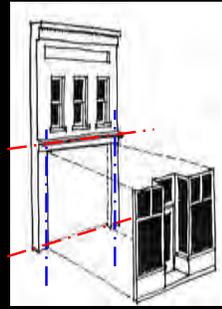
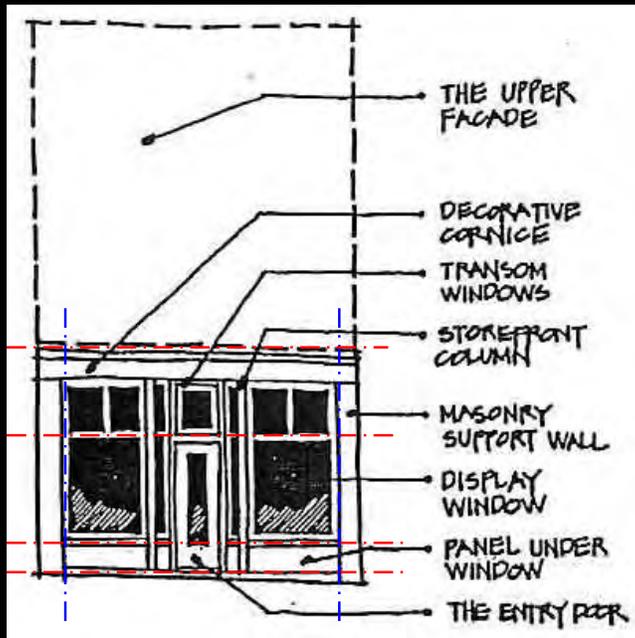
Diagrams from the National Trust for Historic Preservation

# Patterns – Augusta Water Street Example

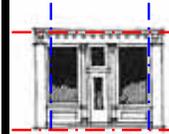




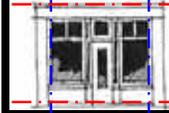
# Storefronts for Business – The Traditional Facade



## Typical Storefronts



In the mid 1880s to early 1900s typical storefronts were characterized by boldly decorated cornices, cast-iron columns and large display windows.

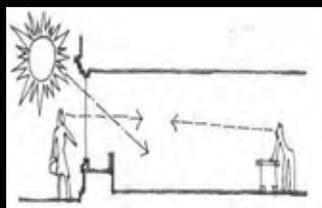
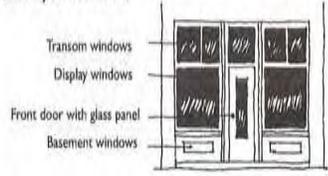


From the early to mid 1900s typical storefronts had simplified cornices, transom windows over display windows and metal window frames.

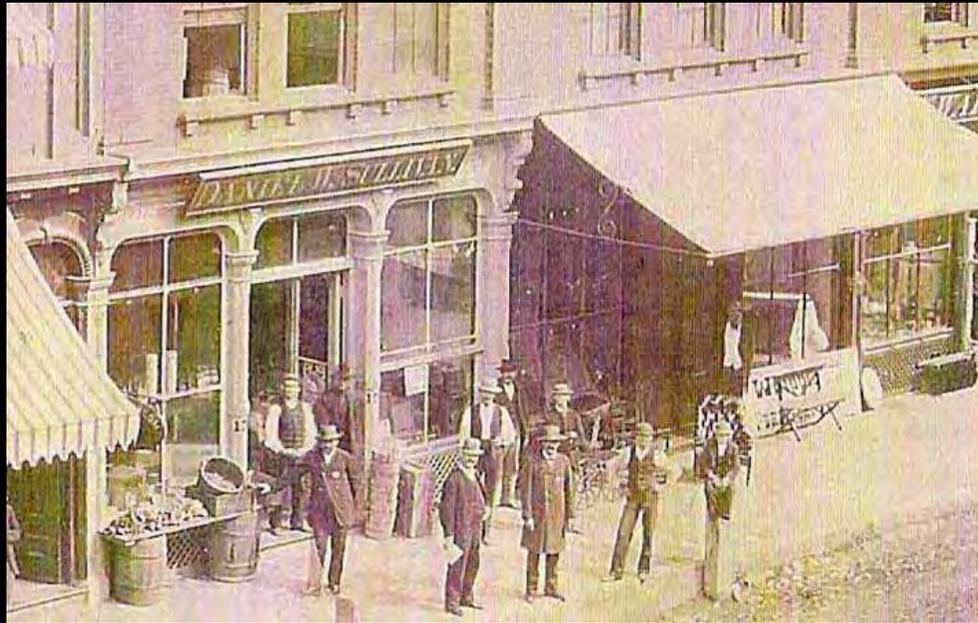
# Storefronts - "Open" for Business

## The Storefront Windows

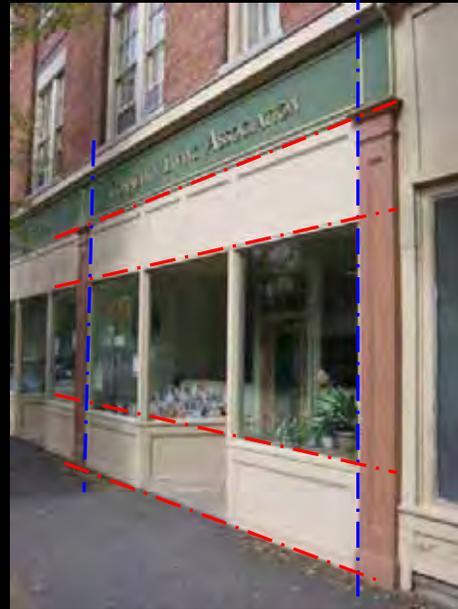
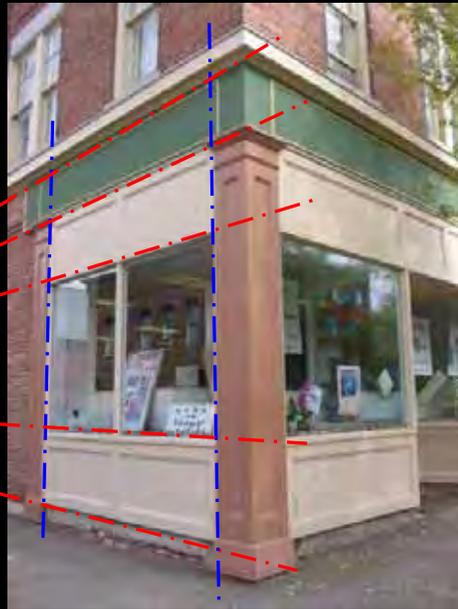
The traditional storefront was composed almost entirely of windows.



## Storefronts - "Open" for Business



## Storefront Patterns - Houlton Example





## Awnings - Reinforcing Compatibility Patterns



## Awnings - Reinforcing Compatibility Patterns



## Signs for Image – Reinforcing Compatibility Patterns



## Color for Interest - Reinforcing Compatibility Patterns



Color 1 – Building wall

- Natural masonry
- Siding

Color 2 – Features

- Cornice
- Window frame

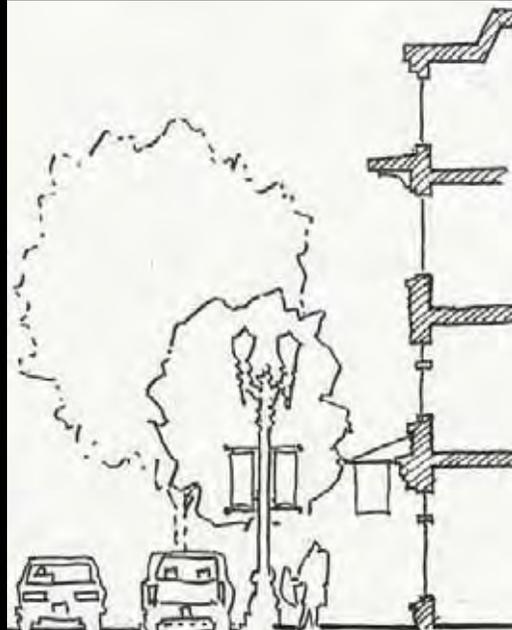
Color 3 – Accent

- Window sash
- Details



# Success = Putting all Together!

Streets, Buildings, Storefronts, Awnings, Signs, Light and Color - in consort!



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## Principles of Downtown Design

### Building Design

- Principles
- Examples

### 20<sup>th</sup> Century Buildings & New Infill in Historic Downtowns

- Examples

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# 20<sup>th</sup> Century Buildings in Historic Districts



# New Infill for Historic Districts



Acknowledging success - from derelict building to the Renaissance Center!

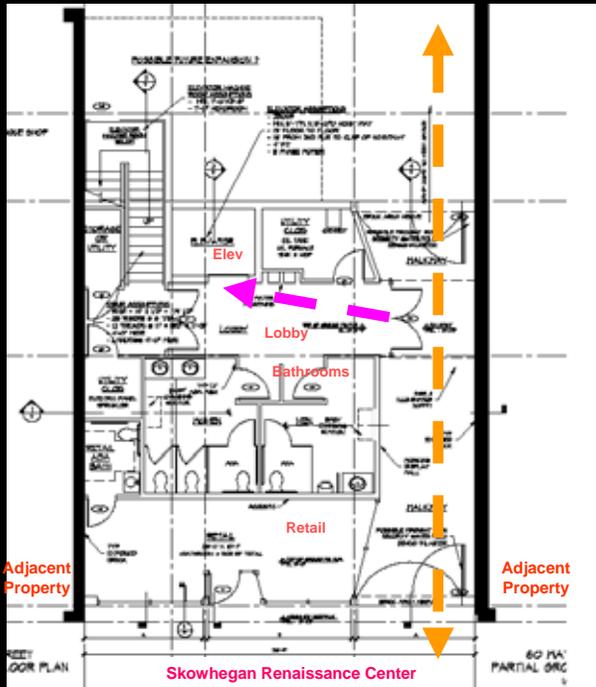


The first step is demolition of the derelict building.



Finally - celebrating success with an "FACADE" cake!

# Big Program in Small Footprint



## Ground Floor Program

- Pass thru walkway (mid-block connection between public parking, Water Street and riverfront)
- Public Lobby
- Public Bathrooms (for town events & fully accessible)
- Retail Fronting Water Street (high visibility and activity generator along Water Street)
- Elevator to 2nd Floor (shared access with adjacent properties)
- Stairs to 2nd Floor (shared access with adjacent properties)
- Utilities

# Big Program in Small Footprint



Ground floor public lobby. Elevator to upper floors shared with adjacent buildings.



Ground floor lobby with entry beyond

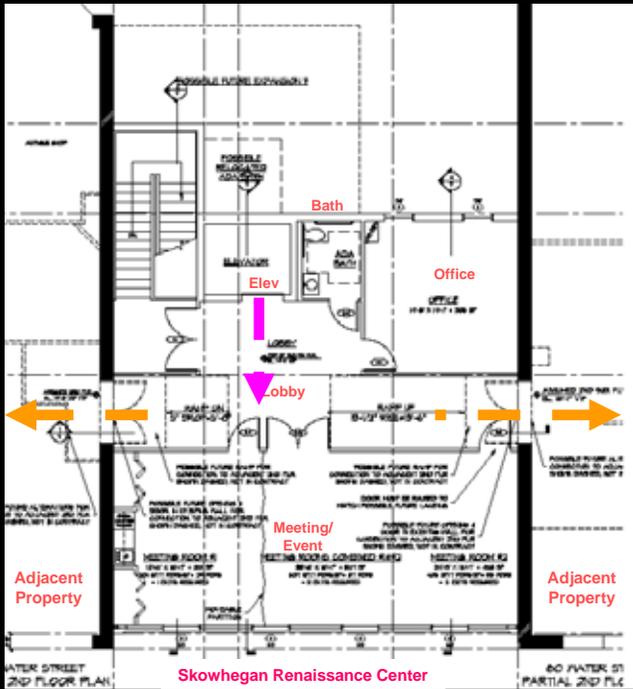


Typical public bathroom



Stairs to upper floors shared with adjacent buildings.

# Big Program in Small Footprint



## Upper Floor Program

- Public Lobby
- Public Bathroom (fully accessible)
- Community Meeting & Event Room (with room divider and kitchenette for functions, views to and from Water Street)
- Elevator & Stairs to Ground Floor (shared access with adjacent properties)
- Connections Through Party Walls to Adjacent Properties (ramps to accommodate varying floor elevations)
- Leasable Office

# Big Program in Small Footprint



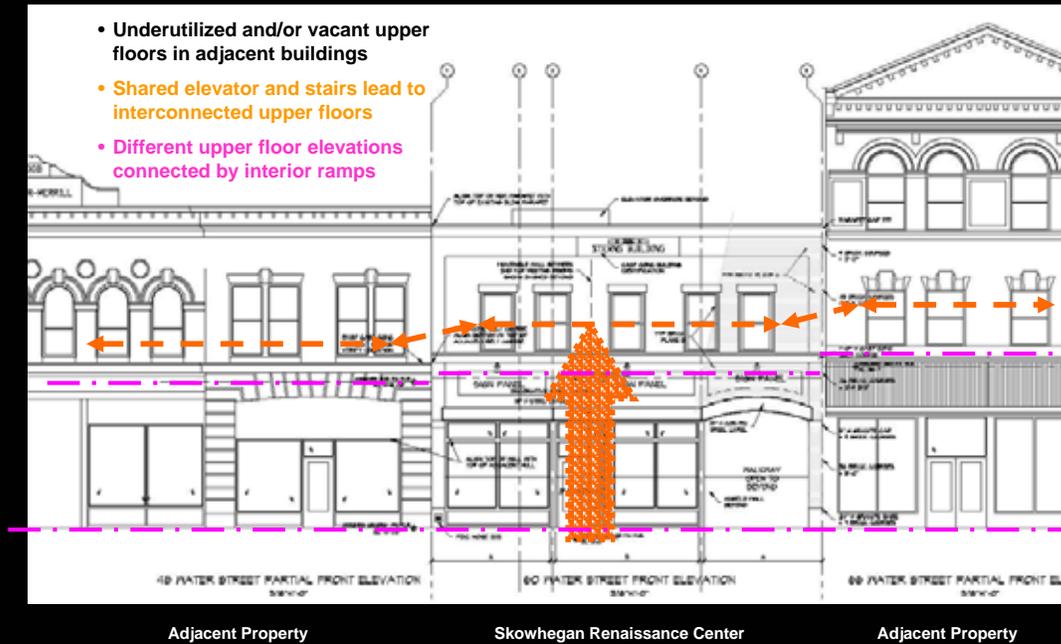
Upper floor lobby with community & event room beyond



Community & event room with views to and from Water Street below

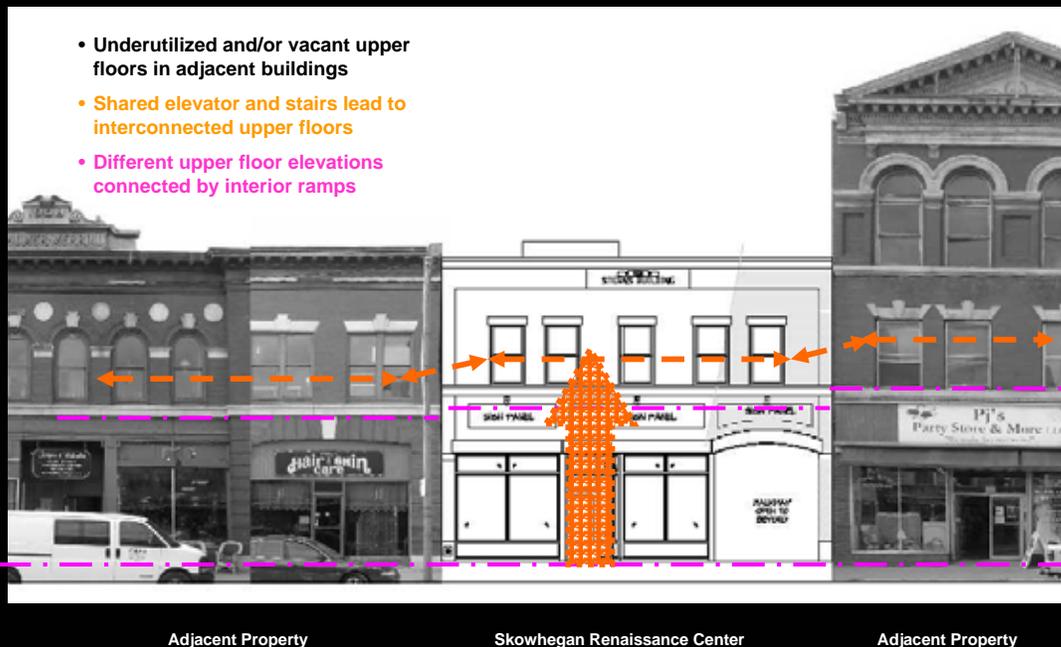
# Shared Access for Upper Floor Re-Development

- Underutilized and/or vacant upper floors in adjacent buildings
- Shared elevator and stairs lead to interconnected upper floors
- Different upper floor elevations connected by interior ramps



# Shared Access for Upper Floor Re-Development

- Underutilized and/or vacant upper floors in adjacent buildings
- Shared elevator and stairs lead to interconnected upper floors
- Different upper floor elevations connected by interior ramps



# New Infill Compatible with Historic District

New infill buildings within historic fabric require a thoughtful balance of **differentiation** and **compatibility**.



66 Water Street, early 20<sup>th</sup> Century. Note horizontal and vertical patterns.



66 Water Street, early 21<sup>th</sup> Century. Note horizontal and vertical patterns.

# New Infill Compatible with Historic District



Skowhegan Renaissance Center.  
Visually prominent retail and entrance to thru-block passage

# Partnership + Collaboration = Success

*"Never doubt that a small group of thoughtful, committed citizens can change the world.*

*...Indeed, it is the only thing that ever has."* Margaret Mead

*"Coming together is the beginning. Keeping together is progress. Working together is success."* Henry Ford



Ribbon Cutting, Skowhegan Renaissance Center, December 2008



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69



## The Maine Downtown Center 2009 Downtown Institute Session 2

Augusta, Maine March 20, 2009

## Design & Historic Preservation: Your Sense of Place

*Thank you*

Presented by:

**Roxanne Eflin**  
Maine  
Downtown Center

**Greg Paxton**  
Maine  
Preservation

**Robin Stancampiano**  
Maine Historic  
Preservation Commission

**Denis Lachman**  
Lachman Architects  
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