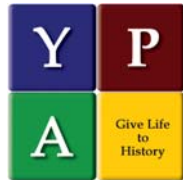


Photograph 1, 3: Young Preservationists Association  
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Young  
Preservationists  
Association of  
Pittsburgh



present

# PLACES & spaces

THE REGENERATION OF PRESERVATION  
September 16, 2005 to September 17, 2005

Historic Preservation Conference 2005

PITTSBURGH, PA

# Historic Preservation Conference 2005

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## Conference Planning Committee

Lee Ann Antol, YPA

Joan Barlow, Sustainable Pittsburgh

John Burke, Urban Redevelopment Authority

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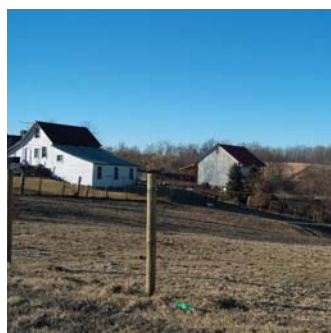
Deb Gross, YPA

Dan Holland, YPA

Rachael Kelley, Baker Pittsburgh

Susan Shearer, Preservation Pennsylvania

Chloe Velasquez, YPA



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Photographs: Young Preservationists Association

## FRIDAY September 16, 2005

ALL FRIDAY EVENTS TAKE PLACE AT THE PRIORY

### THE PRIORY

614 Pressley Street | Pittsburgh, PA 15212

## Luncheon Workshop with Donovan Rypkema

*Presented by Preservation Pennsylvania*

[Noon - 2pm]

Participate in an engaging lunchtime workshop with Donovan Rypkema, a foremost authority on “The Economics of Historic Preservation,” as he makes sound economic arguments to convince property owners, bankers, and city officials to save and rehabilitate historic structures. He cites examples from around the country to make a compelling case for preservation from a variety of perspectives that can be used in your community.



**Donovan Rypkema**, author of the seminal work, *The Economics of Historic Preservation*. Since it was first published in 1994, Donovan Rypkema’s *The Economics of Historic Preservation: A Community Leader’s Guide* has become an essential reference for any preservationist faced with convincing government officials, developers, property owners, business and community leaders, or his or her own neighbors that preservation strategies can make good economic sense.

Count on Rypkema to be entertaining, provocative, and convincing as he describes and demonstrates how strategies that include preservation help communities make cost-effective use of resources, create jobs, provide affordable housing, revive downtowns, build tourism, and attract new businesses and workers.

## The Eastside Tour: Restoring the Urban Experience

*sponsored by The Mosites Company*

[2 - 4:30pm]



THE TOUR WILL DEPART FROM AND RETURN TO THE PRIORY

Get a first-hand look at preservation in action on this chartered bus tour of Pittsburgh’s East End. Witness the changes taking place in the Strip District, Lawrenceville, Garfield-Friendship, and East Liberty. Learn what the future holds for these historic places and spaces.

This tour is designed for financial institution representatives, developers, investors, and funders, as well as others interested in seeing the cutting-edge of historic preservation. A tour bus will depart from the Priory immediately following the luncheon workshop with Donovan Rypkema.

The tour will include highlights from YPA’s “Top Ten Best Historic Preservation Opportunities,” such as the Armstrong Cork Factory (to include a tour of a model unit), as well as Pittsburgh’s main street revitalization in Lawrenceville and along the Penn Avenue Arts Initiative on the Bloomfield-Garfield-Friendship border. The tour will also feature recent developments taking place in and around East Liberty, such as the Whole Foods/Mosites Eastside project, New Pennley Place Housing, and a discussion about East Liberty’s “Village Concept” and community planning process with other East Liberty planners.

# Historic Preservation Conference 2005

FRIDAY September 16, 2005 [cont'd]

## Opening Reception & Awards Ceremony

[5 - 7pm] THE PRIORY 614 Pressley Street | Pittsburgh, PA 15212

### Opening Remarks

- **Honorable William Peduto**, Pittsburgh City Council
- **Diane Shaw**, Pennsylvania Historical and Museum Commission
- **James Matthews**, National City Bank

### Presentation of YPA's "Promise Award"

- **Dan Holland**, YPA Board Chair

## SATURDAY September 17, 2005

ALL SATURDAY WORKSHOPS TAKE PLACE AT THE OMNI WILLIAM PENN

### OMNI WILLIAM PENN HOTEL

530 William Penn Place | Pittsburgh, PA 15219



Dan Onorato,  
Allegheny County Executive

### Welcome [William Penn Ballroom]

[8:30 - 8:45am]

Young Preservationists Rise to the Challenge: **Dan Holland**, YPA Board Chair

Welcome: **Honorable Dan Onorato**, Allegheny County Chief Executive

### Morning Plenary Session [William Penn Ballroom]

[8:45 - 10am]

Panel Discussion and Audience Participation

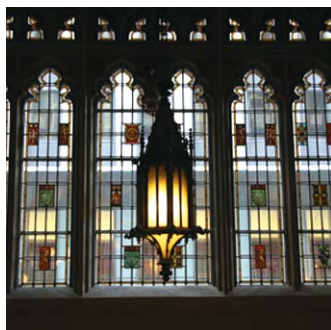
*Whose history are we preserving? How does the next generation view historic preservation?*

*Is it valid? If so, how and why? How do they get involved?*

- Themes
- *Minority and youth involvement in preservation*
  - *Regionalism/heritage tourism/rural preservation*
  - *Historic preservation as economic development*
  - *Green building/brownfield redevelopment*
  - *Preserving the heritage experience/pedestrian-human scale/new urbanism*

Moderator: **Court Gould**, Executive Director, Sustainable Pittsburgh

- **Andrea MacDonald**, Pennsylvania Historical & Museum Commission
- **Adrian Fine**, National Trust for Historic Preservation
- **Jessica King**, Union Project
- **Richard Taylor**, Executive Director, Macedonia Development Corporation
- **Julie DeSeyn**, Urban Redevelopment Authority of Pittsburgh

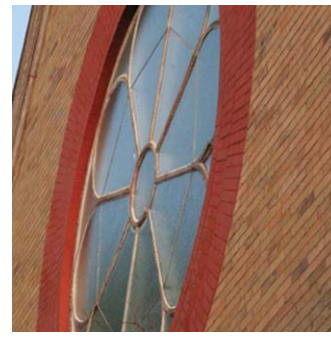


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## Break

[10 - 10:15am]

## Concurrent Workshops I

[10:15 - 11:30am]

### 1. *Green Building Design and Sustainable Development* [Sternwheeler Room]

Moderator: **Joan Barlow**, Sustainable Pittsburgh

- **Anne Gerace**, Executive Director, Conservation Consultants, Inc.
- **Laura Nettleton**, RA, LEED® Project Director, design<sup>(by us)</sup>
- **Ellis Schmidlapp**, Principal, Landmarks Design Associates

### 2. *Innovative Tools for Revitalizing Communities* [Riverboat Room]

Moderator: **Grant Ervin**, 10,000 Friends of Pennsylvania

- **Suzanne Gagliardo**, Pennsylvania Downtown Center (Main Street Program)
- **Linda LeFever**, Executive Director, Northside Community Development Fund (New Markets Tax Credits)
- **Tara Merenda**, Renovation Information Network Coordinator, Community Design Center of Pittsburgh

## Concurrent Workshops II

[11:45 - 12:45pm]

### 3. *Tools and strategies for Preserving African American historic landmarks* [Sternwheeler Room]

Moderator: **Caroline Acker**, Director, History & Policy, Carnegie Mellon University

- **Jeffrey Harris**, National Trust for Historic Preservation's African American Historic Places Initiative
- **Dr. Laurence Glasco**, University of Pittsburgh
- **Melinda D. Carbonell**, Carnegie Mellon University

### 4. *Organizing, financing, and marketing heritage tourism in your community* [Riverboat Room]

Moderator: **Susan Shearer**, Preservation Pennsylvania

- **Erin Cooley**, Westsylvania
- **Donna Holdorf**, National Road

## Luncheon & Keynote Address [William Penn Ballroom]

[1 - 2:30pm]

Invocation | **Rev. Calvin Cash**

John Wesley A.M.E. Zion Church, Hill District

Introduction | **Joe Trotter**

Mellon Professor of History and History Department Head, Carnegie Mellon University

[1:30pm]

# Historic Preservation Conference 2005

SATURDAY September 17, 2005 [cont'd]

## Guest Speaker | Mindy Thompson Fullilove

Sponsored by Carnegie Mellon University's Center for Africanamerican Urban Studies & the Economy (CAUSE).

Professor of Clinical Psychiatry and Public Health at the New York State Psychiatric Institute and author of "Root Shock: How Tearing Up City Neighborhoods Hurts America and What We Can Do About It."



**Mindy Thompson Fullilove**, author of new work on "urban renewal," *Root Shock*. They called it progress... Vibrant city blocks—places rich in history—were reduced to garbage-strewn vacant lots. When a neighborhood is destroyed its inhabitants suffer "root shock": a traumatic stress reaction related to the destruction of one's emotional ecosystem.

The ripple effects of root shock have an impact on entire communities that can last for decades. In this groundbreaking and ultimately hopeful book, Dr. Fullilove examines root shock through the story of urban renewal and its effect on the African American community. Focusing on three very different urban settings, the Hill District of Pittsburgh, the Central Ward in Newark, and the small Virginia city of Roanoke, Dr. Fullilove argues powerfully that the twenty-first century will be one of displacement and of continual demolition and reconstruction. Acknowledging the damage caused by root shock is crucial to coping with its human toll and building a road to recovery.

## Closing Comments | "Monday Morning Plan" [William Penn Ballroom]

[2:30 - 2:45pm]

- **Dan Holland**, YPA Board Chair
- Special announcement about a new preservation initiative: **Tim Hadfield**, Head Media Arts, Robert Morris University
- **Stanley Lowe**, Vice President for Community Revitalization, National Trust for Historic Preservation

## Wheeling Through History:

Historic Bike Tour of the North Side with Bike Pittsburgh

This project supported in part by a Seed Award from the Sprout Fund.



[3 - 5pm]

Join the Young Preservationists Association and Bike Pittsburgh for their first collaboration!

This easy-paced ride will showcase portions of five historic North Side neighborhoods of the City of Pittsburgh, each with its own distinctive characteristics. Neighborhood organizations, private citizens, preservation groups such as Pittsburgh History and Landmarks Foundation, and the City of Pittsburgh have worked tirelessly to rehabilitate large portions of these areas. In addition to a variety of private homes and stately mansions, the tour will highlight places of worship, cultural attractions, a historic park, and portions of the Three Rivers Heritage Trail.

*Tour meets at Golden Triangle Bikes on the Eliza Furnace Trail.*

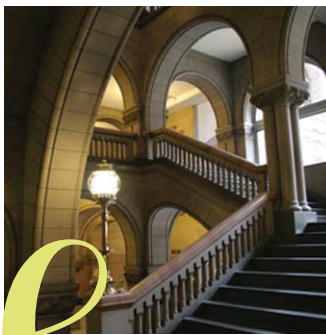


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## YPA Board Members

Dan Holland, *Founder and Chair*  
Senior Advisor, Federal Reserve Bank of Cleveland,  
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Deborah Gross, *Vice Chair*  
Partner, Percolater consulting firm

Lee Ann Antol, *Secretary*  
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Desmone Associates Architects

Michelle Mixell, Director, Planning and  
Community Development, Cranberry Township

Matthew Ragan, Analyst,  
Mellon Financial Corporation

Norma Ryan, Mayor, Borough of Brownsville

Heather Sage, Director of Outreach,  
Citizens for Pennsylvania's Future (PennFuture)

Sean Simmons, Community Reinvestment Analyst,  
National City Corporation

Dan Woodske, Director of Marketing,  
Beaver Initiative for Growth

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*Citizens Bank*

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Randy Harris  
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Assistant Vice President,  
Community Development  
*Dollar Bank*

Rob Ruck  
Senior Lecturer  
History Department,  
*University of Pittsburgh*

Doug Skowron  
Real Estate Developer  
*Pittsburgh Gateways*

John Stephen  
Consultant

Richard Taylor  
CEO, *Macedonia Development  
Corporation*

Althea Worthy  
Historic Preservationist

## Additional credits

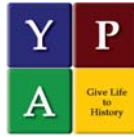
Printing by Alphagraphics, Downtown Pittsburgh

Program Design by Emily Ford, [ecford@comcast.net](mailto:ecford@comcast.net)

Select photographs by Melody Farrin Photography, [www.melodyfarrin.com](http://www.melodyfarrin.com)

Website support provided by Sean Capperis and Dylan Moore, [dfmoore@syr.edu](mailto:dfmoore@syr.edu)

# Young Preservationists Association



## About the Young Preservationists

Incorporated in 2002, YPA is a 501(c)(3) nonprofit comprised of dynamic preservation leaders throughout the region organized to ignite a new historic preservation movement in southwestern Pennsylvania.

## Mission

The mission of Young Preservationists Association of Pittsburgh is the active participation of young people in the preservation of historic resources. Everyone who supports the next generation is a young preservationist. YPA believes that historic preservation is an effective tool for economic development and regional revitalization.

## Educate-Connect-Mobilize-Sustain-Advocate

To accomplish our mission, YPA will educate (through tours, workshops, and publications), connect (by working collaboratively with other organizations to leverage resources), mobilize (connect with and increase membership), sustain (create revenue-generating opportunities, develop greater board capacity, and maintain an endowment), and advocate for preservation policies.

*Give life to history.<sup>SM</sup>*

[www.youngpreservationists.org](http://www.youngpreservationists.org)

## Vision

YPA is southwestern Pennsylvania's most sustainable, active, collaborative, recognized organization that serves as a model for engaging a diverse array of people in improving the quality of life through historic preservation.

YPA fills in the gaps of what's not being addressed in preservation and engages the community that has not been engaged primarily young people, minorities, and people outside of Pittsburgh and Allegheny County. We are action-driven, results-driven, collaborative, and responsive.

YPA adds value to existing preservation efforts.

We aren't trying to reinvent the wheel. We want to strengthen the many preservationists striving to preserve our past.

Through education and advocacy, we support, we link, and do it when it's missing or not being addressed. We do it through signature activities, advocacy, and research. We also formed the "Preservation Connection," a network of preservationists across the region to share information and resources.

To YPA, historic preservation means that people are involved in a civic dialogue about how to create a better human experience in the Pittsburgh area.



## Young Preservationists Association of Pittsburgh ~ Membership Registration

To begin your YPA membership, please return this completed form with your check payable to:

*Young Preservationists Association of Pittsburgh.*

Member Name(s): \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

## Membership Categories

Please check the appropriate membership level:

- Individual      \$25 or more
- Household      \$40 or more
- Student      \$10 or more

Please mail this form with payment to:

**Lee Ann Antol, Membership Co-Chair**  
129 Hallock Street, Pittsburgh, PA 15211

Thank you for helping to give life to history.