

# DOWNTOWNS

throughout New York State are characterized by two-to five-story buildings constructed in the 19<sup>th</sup> and early 20<sup>th</sup> centuries.

These commercial rows have endured changing uses and economies and with timely care, they can last for centuries. Many boast special details – from cast iron storefronts to brick cornices – and some buildings are designated landmarks.

While street-level businesses may catch our attention first, the upper floors are also integral to the buildings. However, vacant upper stories present challenges for reuse.

**At this workshop, you will learn from experts in the field about imaginative strategies employed in New York State communities for bringing upper floors back to active and productive use.**

The day-long program will address design, building code and financial strategies essential to downtown revitalization projects.

# SPEAKERS

6:15 - 6:30 pm

## Welcome

Maria Connie Casteneda  
Mayor, Village of Brockport

Tania Werbizky, Regional Director of  
Technical and Grant Programs,  
Preservation League of New York State

Julian Adams,  
Certified Local Government Coordinator,  
New York State Office of Parks,  
Recreation and Historic Preservation

6:30-7:00 pm

## Main Street Revitalization: Why it Matters

Clinton Brown, AIA  
Clinton Brown Company

7:00-8:00 pm

## Sources and Strategies for Funding Downtown Conversion Projects

Murray Gould, Development Consultant,  
Port City Preservation

8:00-8:10 pm

## Break

8:10-9:00 pm

## Urban Living on Main Street

Elise Johnson-Schmidt, AIA,  
Johnson-Schmidt and Associates, Architects

9:00-9:15 pm

## Making Upper Floors Work - A Case Study

Clinton Brown

This program has been financed in part with federal funds from the National Park Service (NPS), Department of the Interior (DOI). However, the contents and opinions do not necessarily reflect the views or policies of the DOI, nor does the mention of trade names or commercial products constitute recommendation or endorsement by the DOI. This program has been administered by the NYSHPO. This program receives Federal funds from the NPS. Regulations of the U.S. Department of the Interior strictly prohibit unlawful discrimination in the departmental federally assisted programs on the basis of race, color, national origin, age or handicap. Any person who believes he or she has been discriminated against in any program, activity, or facility operated by a recipient of federal assistance should write to: Director, Equal Opportunity Program, U.S. Department of the Interior, National Park Service, P.O. 37127, Washington, D.C. 20013-7127

# RSVP

The cost for this seminar is \$10 and includes materials and refreshments. Seating is limited and available on a first-come, first-served basis.

To **RSVP**, call or email by  
**Thursday, November 9, 2011.**  
Leslie Ann Morelli, Village Clerk  
585-637-5300 x12  
lmorelli@brockportny.org

**NAME** .....

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PRESERVATION LEAGUE  
OF NEW YORK STATE  
44 CENTRAL AVENUE  
ALBANY, NY 12206

## ENHANCING MAIN STREET: Making Upper Floors Work Again

# ENHANCING MAIN STREET: Making Upper Floors Work Again

Wednesday, November 16, 2011  
6:15 p.m. – 9:15 p.m.

Brockport Village Hall  
49 State Street • Brockport, New York



### About the Preservation League

*The Preservation League of New York State is dedicated to the protection of New York's diverse and rich heritage of historic buildings, districts, and landscapes. It actively encourages historic preservation by public and private organizations, agencies, and individuals in communities throughout New York State and provides the united voice for historic preservation.*

For more information, visit  
[www.preservenys.org](http://www.preservenys.org)

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