

Capitalizing on Your Community Character – It's About **NOW.**



THE LANDMARK SOCIETY
OF WESTERN NEW YORK

2012 Preservation Conference

REGISTRATION & REFRESHMENTS: 8-9 a.m. at Colgate Rochester Crozer Divinity School (1100 S Goodman, Rochester)

OPENING SESSION & KEYNOTE: 9-9:45 a.m. Wayne Goodman, Executive Director, The Landmark Society of Western New York

CONFERENCE SESSIONS: 10-12:15 p.m. & 1:15-3:30 p.m. (15 minute breaks between the morning & afternoon sessions). See session descriptions below.

LUNCH: 12:15-1 p.m. Included for all participants in the registration fee.

SPECIAL POST-CONFERENCE EVENTS: 3:45-5:15 p.m. Walking tour of Highland Park; 5:30 p.m. Informal reception in Lambertson Conservatory. Both events are free.

CITY NEIGHBORHOODS

TRACK A

- 10-11 a.m. **Visioning for Neighborhoods** | Paul Tankel & Roger Brown, Rochester Regional Community Design Center
- 11:15-12:15 p.m. **Tax Credits for Homeowners** | NYS Historic Preservation Office staff and homeowner Nick Zumbulyadis introduce SHPO programs & the homeowners tax credit program
- 1:15-2:15 p.m. **Neighborhood Success Stories** | Dawn Noto, Susan B. Anthony Neighborhood; Bob Boyd, South Wedge
- 2:30-3:30 p.m. **Land Banks: A New Revitalization Tool** | Jean Lowe, Greater Rochester Housing Partnership; Daniel Mackay, Preservation League of NYS

SUBURBAN, RURAL & VILLAGE COMMUNITIES

TRACK B

- 10-11 a.m. **Case Study: Cheshire Meeting Hall** | Representatives from the Cheshire Community Action Team discuss successful & creative strategies to rehab a rural theater.
- 11:15-12:15 p.m. **The Power of a Vision Plan** | Roger Brown, Rochester Regional Community Design Center
- 1:15-2:15 p.m. **It's All at Stake: The Smart Growth Imperative** | Evan Lowenstein, Empire State Future
- 2:30-3:30 p.m. **Respectful Additions: A Preservation Architect's Perspective** | Jennifer Ahrens, Bero Architecture, PLLC

CULTURAL LANDSCAPES

TRACK C

- 10-11 a.m. **A Planner, An Architectural Historian and a Landscape Architect Walk Into a Park: Three Views on Landscape Documentation** | Katie Eggers Comeau, Bero Architecture PLLC; Zakery Steele, Bayer Landscape Architecture, PLLC; Jayme Breschard Thomann, Genesee/Finger Lakes Regional Planning Council
- 11:15-12:15 p.m. **Tools the Genesee Land Trust Uses to Preserve Open Space** | The Genesee Land Trust outlines strategies for preserving trails and open space, including recent urban initiatives. Nancy Goodman Torpey, Genesee Land Trust.
- 1:15-2:15 p.m. **Local Historic Cemeteries: Preserving and Managing Valued Places** | Sarah Gaulty, Heritage Landscapes; Lynne Belluscio, Machpelah Cemetery, LeRoy.
- 2:30-3:30 p.m. **Case Study: Buffalo Olmsted Parks Conservancy** | The Conservancy presents an overview of its programs, highlighting recent successful initiatives.