

# MN Preservationist

The magazine of the Preservation Alliance of Minnesota



Issue 1, 2015





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On The Cover

**Costas Candies and Restaurant** at 112 North Cedar Avenue in Owatonna  
began in 1919 and has remained a family-owned and operated business at  
the same location ever since. *Photo courtesy of Erin Dorbin.*

Editor's Note

I am so proud to have joined the team here at PAM. Having grown up in Annapolis, MD, I  
have a true love of historic places and a clear understanding of their value in my life and  
in communities where I have lived.

We have a lot going on at PAM! From staff changes and new projects to our advancing  
educational programs and mission refinement – PAM is on the move to continue to grow  
and support the preservation efforts of so many communities across the state.

What excites me most about our efforts is the focus on connecting people to historic  
places. Through our projects and programs we have direct impact on communities. Our  
efforts are not isolated to a structure in a lonely location, as some may perceive. It's the  
stories of the people who were connected to that spot and, more importantly, the stories  
yet to be lived in connection to that same location.

We at PAM believe in collaboration and partnerships. There are so many opportunities for  
innovation and impact and together we can continue to improve the quality of life in this  
great state that I now call my home.

Todd Wright, Development Director



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CARL AND VERNA SCHMIDT FOUNDATION

Rochester, Minnesota

Welcome New Members!

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# |feature|

## 10 BEST: Historic Garden Areas

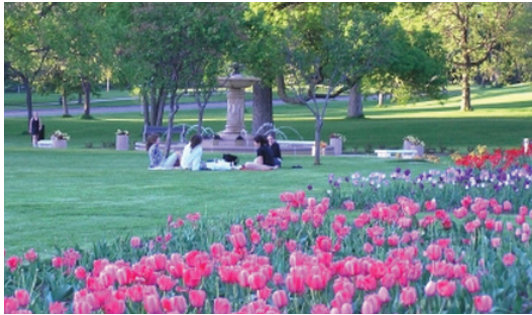


Photo courtesy of the City of Minneapolis

### Lyndale Rose Gardens

4124 Roseway Road  
Minneapolis, MN 55409

Minneapolis is also home to the second oldest rose garden in the United States. It was built in 1907, the same year as the Eloise Butler Wildflower Garden, by Theodore Wirth. The garden layout remains unchanged since its initial plotting. Spend your day admiring the 250 varieties of roses, bird watching, or even getting married here!



Photo courtesy of Eloise Butler

### Eloise Butler Wildflower Garden and Bird Sanctuary

1339 Theodore Wirth Parkway  
Minneapolis, MN 55411

Did you know? Minneapolis is home to the oldest wildflower garden in the United States! In 1907, Eloise Butler and three other botany teachers in Minneapolis asked that 13 acres of Glenwood Park (now Theodore Wirth Park) be set aside as a “wild” garden. Today, the garden features over 500 species of plants. Tours are offered on the weekends.



Photo courtesy of Saint Paul Almanac

### Indian Mounds Regional Park, Dayton's Bluff

10 Mounds Blvd  
St. Paul, MN 55106

The park is home to six 1500–2000 year-old Native American burial mounds, 450-million year-old limestone and sandstone bluffs, and a breathtaking view of the St. Paul skyline. You can also take a “tree trek” and see the 30 different types of trees in the park.

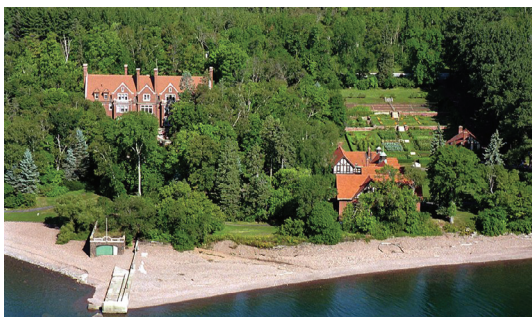


Photo courtesy of the University of Minnesota - Duluth

### Glensheen Mansion Gardens

3300 London Road  
Duluth, MN 55804

This beautifully preserved 22-acre estate is on the National Register of Historic Places. The Congdon family commissioned the mansion and gardens between 1905 and 1908, under New York City landscape architect Charles W. Leavitt. They made their fortune in lumber in Duluth through the 1960s. Take a tour of the 39-room Jacobean mansion or admire the lake shore from the property.



Photo courtesy of J. Lawler

### Plummer House of the Arts Garden

1091 Plummer Lane S.W.  
Rochester, MN 55902

The Quarry Hill residence was designed in 1917 by Dr. Henry S. Plummer, who worked for the Mayo Clinic, and was completed in 1924. The estate features 11 acres of multi-level gardens, and the Plummer House is nothing short of stunning—the Tudor-style home features five stories, 49 rooms, and five fireplaces.



Photo courtesy of the City of Mankato

### Hubbard Park

606 South Broad Street  
Mankato, MN 56001

Built in 1978 by Minneapolis architect Foster Dunwiddie and Jordan landscape architect Charles Wood Associates, the award-winning gardens precede the French Second Empire house built in 1871 by R.D. Hubbard, the co-founder of Hubbard Milling Company. Dunwiddie and Charles Wood Associates designed the Victorian gardens to historical accuracy to reflect the site's vintage ambiance.



Photo courtesy of the City of Mankato

### Sibley Gardens

800 Sibley Park Road N.E.  
Mankato, MN 56001

Sibley Park, the city's largest park, was established in 1887 and is named after Henry Hastings Sibley, Minnesota's first governor. The park currently features a regional zoo, but it once featured a horse race track.



Photo courtesy of Don Olson

### Munsinger Gardens

Riverside Drive S.E.  
St. Cloud, MN 56301

The gardens were aquired by the city of St. Cloud in 1915 as Riverside Park. Prior to that, the land was used for a sawmill. The cabin that originally provided lodging for tourists is now slated to be an interpretive center. The gardens were one of many sites in Minnesota that underwent renovations under the New Deal WPA in the 1930s. In 1949, the park was renamed Munsinger Park after the superintendent of St. Cloud. Keep an eye out for a pair of peacocks wandering around the gardens!



Photo courtesy of Philip Schwarz

### Leif Eriksen Park

12th Ave E & London Road  
Duluth, MN 55802

Plans for the park began as early as 1905, and when Mayor Marcus Cullum raised public donations to acquire the land required for the park, it made headlines in 1909 as Lakeshore Park. Many proposals were made over the next decade, including plans for four baseball diamonds and the new location of the Duluth National Guard Armory, but ultimately, the park's most famous aquisition is a replica of what two Norwegians imagined to be Lief Eriksen's ship, which has been a part of its history since 1929. The rose gardens, which celebrate their 85th anniversary this year, remain one of Duluth's most popular attractions.



Photo courtesy of Lakewood Cemetery

### Lakewood Cemetery

3600 Hennepin Avenue  
Minneapolis, MN 55408

You may not immediately think of a cemetery featuring abundant foliage, but for Adolph Staunch and W.C. Folsom, who designed Lakewood Cemetery in 1871, it was an opportunity to create a “rural” setting, which was common in the 1800s. Back when Minneapolis's population was only 13,000 people, Staunch and Folsom envisioned vast greenspaces in the cemetery, where people could pay respect to their loved ones but also picnic on the grounds. Today, Lakewood plants over 95,000 flowers annually.



# Upcoming Events

Calendar of Events



**June 6-7** Plaster Repair Workshop

**June 27** Handyman Special

**July 18** Advanced Wood Window Repair

**July 25** Historic Irvine Park Walking Tour



**Exclusive 3-Day Trip Up North  
June 12-14, 2015**

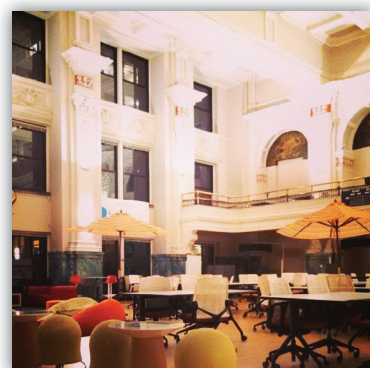
Vist the retreats of Sig Olson and Ernest Oberholtzer in Ely, International Falls, and Mallard Island on Rainy Lake.

Still room to register, but time is running out.

\$150 holds your spot (make checks payable to the Preservation Alliance of Minnesota).

Trip is limited to ten people. Contact Phil Willkie at philwillkie@earthlink.net or Tom Balcom at balcomtxb@yahoo.com for information.

## #PAMGRAM



PAM staff was at the Minneapolis Grain Exchange for a meeting at @CoCoMSP, the shared work environment that largely shuts down at 5:00 on a Friday.

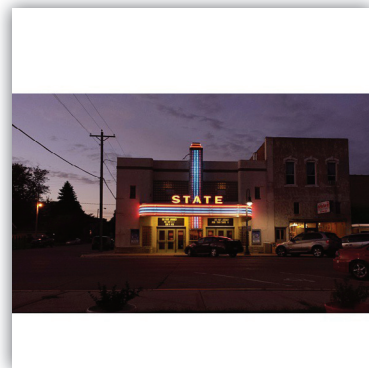


Sights in Duluth, E Superior St.

Here are just a few of the #PAMGrams from around the state in the last few months. Have a photo you'd like to share with us? Use #PAMGram on Instagram for a chance for your photo to be featured in this space!



Found these three stooges among a backdrop of beautiful historic buildings in Spring Valley yesterday afternoon!



The beautiful 1937 State Theatre of Kasson, MN is open 7 nights a week! Have you been?



PAM staff in Owatonna at the Winton Guest House talking about the future.

# The Value of the Old Home Certified Program

Stephanie Gruver, REALTOR®, RE/MAX Results

Over the years, many clients have said that my knowledge and enthusiasm for old homes was a key factor in hiring me to be their real estate agent. Some were hiring me the "second time around" to sell their pre-WWII homes, and expressed disappointment that their first real estate agent's marketing didn't highlight their original light fixtures, built-ins or house history.

Other clients were surprised at how my insistence on photographing specific old house features (like fireplaces and built-in buffets) paid off with more showings and a stronger resale value. And buyers? They said they particularly liked that I understood the value of preserving elements like original wood windows and plaster—something not commonly understood outside of preservation circles.

As a REALTOR® licensed in the State of Minnesota, I am required to take continuing education every year with the option of pursuing designations. Although our industry offers a lot of valuable designations and coursework, it was hard to find opportunities specific to understanding and marketing old homes. Without the chance to learn through continuing education, it was no wonder I was hearing from clients that real estate agents appeared to be struggling with recognizing core principals of historic preservation!

Thanks to the Preservation Alliance of Minnesota (PAM), this continuing education problem has been solved with the Old Home Certified designation. Developed by PAM, this unique program is taught by experts in architecture, historic preservation and more. Agents who get certified take classes on old home resources, sustainability in older homes, historic districts and designations, and elements of vintage architecture. Follow-up coursework every two years is also required to retain the designation.

By having access to the Old Home Certified program, real estate agents should gain the knowledge to more effectively market old homes and promote the concepts of preservation with current and future clients. My hope is this will help increase market interest and resale values, save more old homes from demo and/or unnecessary remodeling, and help spark an interest in learning more about preservation with the next generation of homeowners.

Personally, I am thrilled to have obtained the Old Home Certified designation to reflect my passion for old homes and established neighborhoods. I believe that having the designation is a clean and simple way to express my commitment to working with like-minded people. In fact, recent coverage in a local newspaper about my obtaining the designation generated a lot of positive comments from past and prospective clients.

And for me, good relationships are what it's all about. By working with Old Home Certified real estate agents, those wanting to live in or sell a vintage property have an option they've never had before: an agent who not only shares that interest, but has specific education that is truly helpful every step of the way.



Stephanie Gruver, a licensed real estate agent with RE/MAX Results, loves her classic 1920s house (pictured here) with original wood windows and wrought-iron curtain rods. The home was built by Otto.

**"Best CE I have ever taken."**  
-Old Home Certified Realtor



*There are more than 70 Old Home Certified Realtors working in a dozen Minnesota cities and towns.*



|good news|

## Seven Questions with Natalie

Get to know PAM's newest staffer with a quick round of Q & A.

PAM staff are thrilled to welcome a bright new addition into the fold. Natalie Heneghan, Preservation Support Services Assistant, joined the team in March. But if you think you've seen her around, you're not wrong. Natalie, a History major and graduate of Macalester College, was a PAM intern in autumn 2013 and 2014. With her loyalty, smarts and passion, is it any wonder we want her around?

**Beth Rutledge: Welcome back, Natalie! So, what exactly will you be doing as a Preservation Support Services Assistant?**

**Natalie Heneghan:** Thank you! Right now I have a combination of Real Estate and Support Services tasks on my plate. I'm taking charge of our move and rehab of the house at 447 Smith Avenue in St. Paul, which I started working on as the Real Estate intern. I am also working on a Hmong History Literature Review, identifying resources and potential historic places in the Twin Cities Hmong community.

**BR: What do you enjoy most about your job so far?**

**NH:** The variety. I like being able to switch it up from one project to another. And how can you not love our staff? I'm lucky to work with such smart, passionate people

**BR: When you aren't hard at work connecting people to places, what do you like to do?**

**NH:** I am gearing up for a handful of triathlons this summer, so training fills up a lot of my time. I love anything that gets me outside: hiking, biking, kayaking, taking pictures, people watching. I also volunteer as a tutor at Project for Pride in Living twice a week, which involves a lot of convincing my 4th grade "buddy" that it's cool to read. I love to read. Recent favorites include *Let the Great World Spin* by Colum McCann and *One More Thing*, a short story collection by B.J. Novak.

**BR: Speaking as a History major and a preservationist, what are a few of your favorite places with a past in Minnesota?**

**NH:** I have a soft spot for New Deal-era public works buildings. Harriet Island Pavillion or the Minneapolis Main Post Office are some of the biggies here in the Twin Cities. But I really like the less obvious New Deal projects—park shelters or trails that blend in with their environments. Take the Winchell Trail along West River Parkway in Minneapolis for example. The Works Progress Administration (WPA) built the limestone retaining walls and staircases that make the bluffs accessible and safe. It's one of my favorite running spots recently.

**BR: And in the world?**

**NH:** When I studied in Cork City, Ireland, I became a regular at a little coffee shop, The Bookshelf, that was tucked in the corner of Cork's old library, built in 1792. It was cozy and the coffee was delicious—everything you would expect of a cafe in a historic library! Another favorite is Fox Hill Ski Area in West Bend, Wisconsin, where I learned how to ski. It has been active for over a hundred years, and the tiny chalet at the base was built probably 75 years ago. The whole place is the epitome of "rustic." I have many fond memories of sitting near the wood-burning stove in the chalet, drinking hot chocolate with my family.

**BR: What are the three words that best describe you, and why?**

**NH:** Active, inquisitive, and high-spirited. I like being on the move and staying strong and healthy; I ask lots of questions and enjoy solving problems; and I'm generally in a good mood. I love to laugh and I do it a lot. I'd say a defining characteristic is my (loud) laugh.

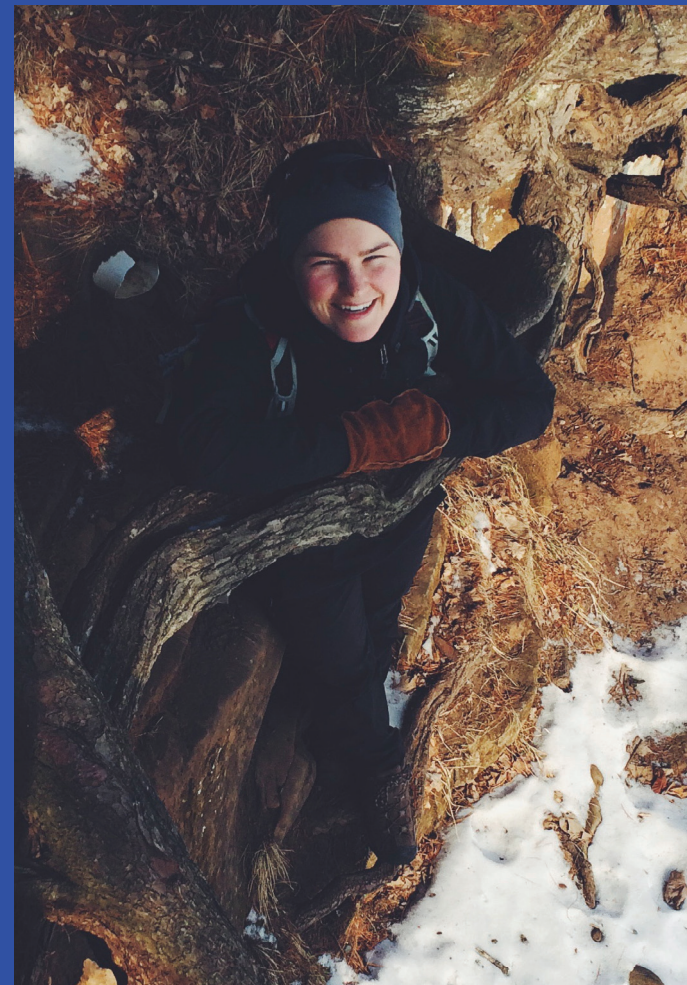
**BR: Okay, now that we know you a little better, how about some workplace dish. What might people be surprised to know about the PAM office?**

**NH:** That's a tough one. I would say our office furniture is noteworthy. Most of us work on tiny but colorful IKEA desks, and we have meetings on a pair of mismatched secondhand couches. You could say it gives us character.



- Section 106 Compliance
- Cultural Resource and Architectural Surveys
- Historic Bridge Analysis
- Section 4(f) Evaluations
- Building and Structure Documentation
- Historic Mitigation

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# |feature| Placemaking

Emily Northey, Minnesota Main Street Coordinator



Designers and others at the mural launch event had the opportunity during the mural kick-off event to see what their ideas would look like on the tunnel itself – or to just make it look immediately better with chalk art.

Photo courtesy of Main Street Shakopee

There's been a lot of talk about Placemaking lately, so I thought I'd take advantage of it to give some explanation and highlight an upcoming project in our newest Main Street community, Shakopee.

First off, just what exactly is placemaking? I could give you the wordy Wikipedia or dictionary definition (check out the sidebar), but I like this one better from Project for Public Spaces, "Placemaking" is both an overarching idea and a hands-on tool for improving a neighborhood, city or region. It has the potential to be one of the most transformative ideas of this century."

Placemaking's motto is "lighter, quicker, cheaper," ways of putting on events, changing the street furniture or layout, or beautifying an intersection. If your problem was traffic moving too fast through an intersection, making it difficult for pedestrians to cross the street safely, a long-term solution might include installing cement bumpouts of the sidewalk. A lighter, quicker, cheaper solution could be painting the asphalt where you would build the cement bumpout and placing large planters with flowers in that area. It would allow for a test period to see how cars and pedestrians react to the change. It is easy to undo if it doesn't work well—or when winter comes for snowplowing. The project would also make the intersection more appealing while it's up.

But placemaking is about more than what the space looks like after a project is done, it's about the process you use to get there,

how that process builds community, and how people use the space you've affected.

One of the lessons from college that I've held tight ever since is that if you want people to support a project, a change, a place, you need to involve them meaningfully in the change-process from very early on—and listen to what they say. This concept is at the heart of placemaking's process which starts at the roots of community, with residents and users of the space providing ideas for how to change it and how they would like to use the space.

Like most things in life, with placemaking you are never finished. Bike racks need painting, planters need weeding, and people need to be asked and heard.

## Project Highlight

Main Street Shakopee, a program of the Shakopee Chamber and Visitor's Bureau, will be engaging their community in creating a signage and wayfinding plan using a place-based approach. Since placemaking is all about process, this signage plan will start out with public workshops that occur where the signs could be, not in a meeting room. It may include a bike ride for people to experience how they use the space that leads them to Shakopee's Main Street District more intentionally. This project is a benefit of Shakopee being a Designated Main Street Program with Minnesota Main Street, a program of the Preservation Alliance of Minnesota.

*This public space yearns for invigoration. Public programming, a mural project and other beautification efforts aim to reconnect the riverfront with historic downtown Shakopee, Preservation Alliance of Minnesota's newest Designated Main Street Community.*

## Placemaking Defined

"Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being. It is political due to the nature of place identity. Placemaking is both a process and a philosophy."

—Wikipedia, "Placemaking," February 3, 2015

## Resources for Learning More

Want ideas to implement placemaking in your yard, boulevard, sidewalk, neighborhood, business, or downtown?

Main Street Shakopee Mural Photos:  
<https://www.facebook.com/MainStreetShakopee>  
 Musicant Group (in MN):  
[www.musicantgroup.com](http://www.musicantgroup.com)  
 National Main Street Center:  
[www.mainstreet.org](http://www.mainstreet.org)  
 Project for Public Spaces:  
[www.pps.org](http://www.pps.org)

The Minnesota Main Street Program is recognized by the National Trust Main Street Center® as the official statewide coordinating program in Minnesota.

Minnesota Main Street has been financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society.



Main Street Shakopee's District has a riverside park that includes a bike and pedestrian tunnel under a very busy highway. This tunnel is not the most inviting entry—it's dark and made out of cement. Main Street Shakopee is holding a mural design contest to make the space more inviting and asking for help from all ages.

Photo courtesy of Main Street Shakopee



33 years of award-winning old/new design

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[msrdesign.com](http://msrdesign.com)



# In the Heartland, LGBTQ History Thrives

Chris Brown, Program Assistant

Where are some of the most important places for lesbian, gay, bisexual, transgender, and queer (LGBTQ) history located? Stonewall in New York City or the Castro district in San Francisco are probably some of the first that come to mind. Rarely would Minnesota be considered a contender on this list. Known more for our Scandinavian values than queer history, the coastal cities have stolen the spotlight from us over the past fifty years. Our geographic location, smack dab in the middle of the country, hasn't done us any favors, leading many to view our fair state with an unfavorable view and assumption that we are "behind-the-times." The information and histories that were gathered for this project proved this could not be more untrue.



The Town House Bar, in operation since 1969, is St. Paul's oldest LGBTQ establishment, and one that catered to both gay men and lesbians – a rarity in the queer bar scene.



After opening its doors in 1956, the 19 Bar, located in Loring Park, has become the longest continually operating, openly gay bar in the state.

After securing a Minnesota Historical and Cultural Heritage grant in the summer of 2014, Phase I of the Preservation Alliance's LGBTQ context study officially began. This study sought to uncover the histories (written and recorded) and important sites of the Minnesota queer community. With repositories such as the Jean-Nickolaus Tretter Collection, books such as *Queer Twin Cities*, and local researchers like Stewart Van Cleve, author of *Land of 10,000 Loves*, resources are abundantly available chronicling this history. All of this information was then pulled together into a narrative that could be used by those both casually interested or hoping to extensively research.

When I first started the research project last summer, I personally knew very little about the history of Minnesota's LGBTQ community—completely unaware of the resources and built history around me. As the project progressed, it became increasingly apparent that Minnesota contains many "firsts" or "one of the first," in regard to individuals, organizations, events, and laws. Now this does not mean that our history is perfect—hate crimes, police brutality, and negative politics are all well documented in our recent past. There are many positives, however, that we should all be proud of. An example of this is the city of Minneapolis passing one of America's first anti-discrimination ordinances covering sexual orientation in 1974.

The narrative outlining all of the repositories, oral histories, and written resources, as well as groups and sites connected

to the local queer community will be released this summer. Our hope with this publically available resource is the learning and promotional opportunities toward our extensive queer history.

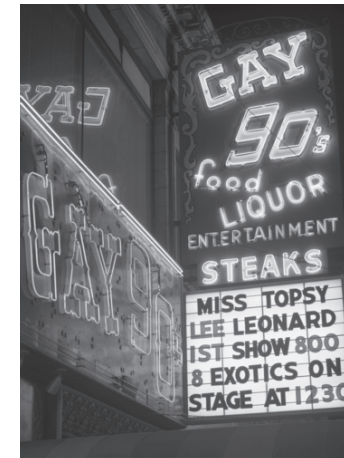
With the narrative written and Phase I complete, we have now set our sights on applying for grant resources to fund Phase II. Phase II will involve getting five properties on the National Register of Historic Places by 2019, the 50th anniversary of Stonewall. Currently there are only a handful of properties recognized for their importance in LGBTQ history on the National Register nationwide, all of which are located on the East Coast. In 2014, the National Park Service released an initiative for LGBTQ sites to be recognized, studied, and included on the register nationwide. This push highlights the current social and political support towards gay equality and the importance of ensuring the history of all communities is

preserved. As of this writing, there are only three organizations actively working on this initiative in California, Indiana, and Minnesota.

As an organization, we are very proud to be on the forefront of this and excited to help put Minnesota on the map as a place where LGBTQ history is recognized and embraced; learned from and enjoyed. The following are five sites we will focus our resources on National Register designation:

- 1) The 19 Bar
- 2) The Gay 90s
- 3) The Amazon Feminist Book Store
- 4) Lesbian Resource Center
- 5) The Town House Bar

Photos courtesy of the Minnesota Historical Society.



Photos of the Gay 90's sign from 1964 and today.



Jack Baker and Michael McConnell applying for a marriage license at the Hennepin County Courthouse on May 18, 1970.

The Minneapolis anti-discrimination ordinance was amended in 1975 to also include transgender individuals under these protections – unheard of at the time. Other examples of leadership include:

- Fight Repression of Erotic Expression (FREE), one of the first queer student groups in the country. The group officially formed three weeks prior to Stonewall.
- The Transsexual Research Project by Dr. Donald Hastings at the University of Minnesota Medical Center. Dr. Hastings performed the university's first sexual reassignment surgery, only months after the first at John Hopkins in Baltimore.

- Jack Baker and Michael McConnell attempting to obtain a marriage license at the Hennepin County Government Center on May 18, 1970. They appealed the decision all the way to the U.S. Supreme Court where it was dismissed. This stand towards marriage equality was the first, setting a precedent nationwide.
- Gay House and Christopher Street, two separate organizations providing community/social services and drug treatment, respectively, for gay men starting in 1972. Both the first of their kind in the United States.
- The Amazon Feminist Bookstore, beginning in 1970, was the first feminist bookstore in the country. Serving as a cultural center for women to join discussion groups, support groups, and community building activities, the bookstore was central to the female community.



Three of the best published resources providing background on local queer history. The Evening Crowd at Kirmser's by Ricardo Brown; Finding the Movement by Anne Enke; Queer Twin Cities by Michael Franklin, et al.; and Land of 10,000 Loves by Stewart Van Cleve.



# |good news|

## Tax Credit Roundup

*Natalie Heneghan and Will O'Keefe*

Since 2011, the State Historic Rehabilitation Tax Credit has been a game changer in our local preservation world. In the first three years (2011, 2012, 2013) alone, the credit has directly leveraged more than \$600 million in construction activity which includes nearly 4,000 jobs and \$188 million in payments to the labor industries. This spending on these projects generated \$1.1 billion in output in the state's economy and more than 7,500 jobs.

But what does that mean for the rest of us? Look around your community and chances are there historic buildings that people have proposed rehabbing from time to time but could not make the financing work. With the State Historic Rehabilitation Tax Credit in place these buildings now have a much brighter future.

### Recently Completed

#### *Rayette Lofts, Saint Paul*

Lowertown has become the urban village that many hoped for in the 1970s with a strong artist community, the Farmers Market and the construction of the Lowertown Ballpark. Sherman Associates recently completed an adaptive reuse

of a parking garage into the Rayette Lofts, 88 units of market rate housing. Prior to being turned into a parking garage, the Aqua Net hairspray was manufactured there. The Preservation Alliance of Minnesota was also a partner in this through our Investment Partnership tool.

#### *Munger Terrace, Duluth*

Originally a complex of eight townhomes built in 1892, Munger Terrace now features 32 affordable housing units with stunning views of Lake Superior. Historic and low-income housing tax credits helped preserve the property and update the interior.

#### *Grain Belt Office Building, Minneapolis*

The office building built in 1893 for the former Grain Belt Brewhouse across the street was recently rehabilitated as part of the construction of The Grain Belt. This site was redeveloped after a public proposal process given the historic nature of the area and the archaeological resources there. Everwood Development and Kaas Wilson Architects designed a new construction complex that fits in with the Grain Belt site and allowed for the archaeological ruins to be exposed in a pocket park within the complex,



*The ribbon cutting for the Rayette Lofts included Michael Bjornberg and Doug Gasek from the Preservation Alliance.*

which houses event space and offices, including Kaas Wilson, who drew up designs for the adjacent apartment complex. The office building, which had been vacant for years, is now once again office space and provides additional space for events.

#### *Grand Hotel, New Ulm*

The prominent Grand Hotel in downtown New Ulm was given to the nonprofit Grand Center for Arts and Culture by descendants of the original builder, Philip H. Gross. The nonprofit has transformed the first floor of the building into the Grand Kabaret, an entertainment space featuring live music. The second and third floors now house art studios, galleries, office space, a healing arts room, and classrooms.

### Projects to Watch

#### *Pillsbury A Mill, Minneapolis*

One of the most dominant buildings on the Minneapolis riverfront, the treasured Pillsbury A Mill complex will soon become the 251-unit A Mill Artist Lofts. After years of neglect, the 1881 limestone building was one of the National Trust for Historic Preservation's 11 most endangered buildings in 2011. Now, renovation is underway and will include not just apartments but shared work and studio spaces free of charge for residents.

#### *Duluth Armory, Duluth*

The Preservation Alliance has been partnering with the Armory Arts & Music Center (AAMC) to provide real estate support for their effort to find a development partner to rehabilitate the building. In December of 2014, the AAMC completed their review of responses and selected their partner.

#### *Latsch Building, Winona*

Downtown Winona is preparing for a big change to the former Kupietz Feed building on East Second Street. The developer, Peter Shortridge, is planning on establishing a stronger connection to Levee Park by creating a new entrance on the back of the building. Ultimately, the goal will be to have the 17,000 square foot building filled with commercial tenants. Successful completion of this project would be a great success story for downtown Winona and hopefully an inspiration to other property owners.

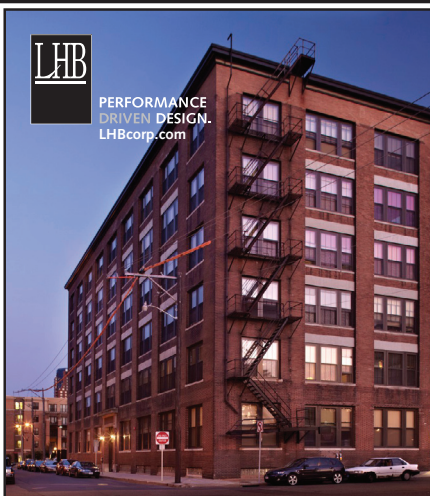
#### *Western U Plaza, Saint Paul*

Development along the Green Line remains steady, but this is our favorite new project of the bunch. We're partnering with Sand Companies as they redevelop the former home of the Minnesota Milk Company and Old Home Foods distribution center on University Avenue in St. Paul, soon to be called Western U Plaza.



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### Preservation News

In addition to our magazine, we try to provide regular information (1-2 emails per month) to preservationists across Minnesota. If you'd like to be added to our email list, you can sign up at the site below.

<http://www.mnpreservation.org/email-sign-up/>



# |column|

## New Mission

Doug Gasek

The Preservation Alliance leads and inspires people to connect with historic places, promoting community vitality. Our members and stakeholders spoke and the Preservation Alliance listened which is why we decided that the time was right to have a new mission that expresses our work. Last year, over 200 stakeholders participated in planning sessions, surveys, and one-on-one conversations to help the Preservation Alliance develop a new strategic plan and articulate a new mission. We are confident that the Preservation Alliance's new mission encapsulates our direction in preservation and defines the heart of our work. We want to share the mission and explain how it focuses the work that we do.

### Leading the Charge for Change

The Preservation Alliance leads. We bring about preservation change to serve the needs of the public and we thrive in that leadership role. Positive statewide preservation legislation is at the core of our work. We led the way to pass the Minnesota Rehabilitation Tax Credit in 2010 and successfully led the effort to extend the sunset of that tax credit in 2013. This year the Preservation Alliance is diligently at work to pass This Old House, This Old Shop legislation. This bill will incentivize building owners to complete preservation projects. Even better is that this program will be available to properties that are only over 35 years old.

The Preservation Alliance inspires. Through our leadership, people are inspired to do more hands-on preservation, making our positive preservation impact broader and greater than ever. When we conduct homeowner education courses, we inspire people to take action based on their learnings. Education for education's sake is not enough to accomplish our mission. That's why we follow up with homeowners after they take a class. We are proud to report that after one year, 80% of the people that responded to our survey completed projects on their homes in the first six months after taking a Preservation Alliance class. New storm windows are being installed, trim is being repaired, and weatherizing is taking place because people are inspired by our classes.

Neighborhood groups and preservation advocates are inspired and motivated through Places of Interest. For a small

fee, all types of groups are working with the Preservation Alliance to develop an initial plan for their preservation efforts such as Preservation Lake City, Friends of the Save the Terrace Theater, the city of Blooming Prairie, and the Pipestone County Historical Society. Staff sits down with each group and outlines a quick game plan that describes what the groups can accomplish on their own, how the Preservation Alliance can help, and what other services may be needed to complete their preservation goals. We also estimate some general costs so people know how to fundraise for their efforts. When people and organizations are inspired and have a long-term partnership with the Preservation Alliance, more preservation occurs in Minnesota.

### Community Connections

The Preservation Alliance connects people. A volunteer-orientated community is the best way to engage people in preservation and maximize preservation outcomes. We hope to work with Historic Saint Paul and Save 1721 Princeton to explore ways to survey St. Paul's Tangletown neighborhood, engaging community volunteers and the professional staff at both organizations to map the community assets. Through active engagement, community members will gain knowledge of their neighborhood. In addition, we will work to inform these groups so they are equipped to make the best possible decisions regarding available preservation tools and services needed to accomplish their long-term preservation goals.

Volunteerism is at the core of Main Street. Since Minnesota Main Street launched, over 23,000 hours of volunteer time were logged in the now seven designated Main Street communities (Willmar, Red Wing, Faribault, Winona, Owatonna, Shakopee, and New Ulm). Main Streets stay strong, create employment opportunities, and are economically vital through individual contributions of time and talent to these downtown business districts. People working together for a common cause is not only fun, it also helps everyone build stronger connections to their important places.

All people are impacted by preservation and we believe all people should have places that reflect their history. Today, there are too many groups of people that do not have places identified that represent their important stories. The

Preservation Alliance is busy trying to find those stories and places now so all Minnesotans feel connected to the places that matter to us. The Preservation Alliance has been identifying places associated with Lesbian, Gay, Bisexual, and Transgender history and later this year will be starting an effort to identify places associated with Hmong history. We will continue this work until all Minnesotans have places that help communicate and celebrate all of our collective stories.

### Live, Work, Revitalize

The Preservation Alliance connects people to historic places. Old Home Certified enables Realtors to help home buyers understand and appreciate the history in their homes, how to keep that history and use it as a selling point, and connect the rich history of their community. As more and more Realtors receive the Old Home Certified designation, we expect to see property owners embark on rehabilitation efforts from an informed perspective. Property owners will see the value in the workmanship of their older homes and the walkability of their older neighborhoods.

Through our real estate services to nonprofits, we are connecting the right developers with the right properties. In September 2014, we rolled out our first partnership with The Armory Arts & Music Center in Duluth. Understanding the needs of our partners and how they intended to use the building, we were able to develop a request for proposals and find the right developers to submit their concepts for the building. With this variety of options before them, the Armory Arts & Music Center will be able to select the right developer that will meet their goals, rehabilitate their building, and connect the broader Duluth community with their important historic place.

Heartbombing encourages and reminds people in a fun and light-hearted way to appreciate the places of all shapes and sizes in their communities. They can be the larger buildings like the Schmidt Artist Lofts or a small commercial building like the Red Owl in Stewart. It can also be a building celebrating its 100th birthday like the Chatfield Public Library. Heartbombing is about drawing attention to some of our treasured places so people stop and appreciate cool places in their community.

The Preservation Alliance focuses on historic places. We define historic a bit differently. To us, historic is a place that is established, has some great character, is just a bit fun or funky, has importance to people or has a little bit of age. This can include places that are listed in the National Register of Historic Places and it can also include a tire store from the 1970s that is becoming a brewery or a 1880s brick building that is painted purple, green, orange or a home that is new, but constructed of reclaimed

materials in its construction. This makes us distinctly different from the government agencies that require strict adherence to a set of guidelines. Preservation takes many forms and is present in almost any place; we are here to celebrate preservation in all its forms and wherever we find it.

Our bottom line when it comes to historic places is that we want to see as many of them as possible used and enjoyed by people. That can be families living in them, consumers shopping in them, students learning in them, or people creating in them. If there is choice between demolition or moving a property, we choose moving it. If there is a choice between a rehab, even one that doesn't meet certain government guidelines, or a building remaining empty, we choose the rehab. Buildings need to stay in use and getting buildings used should be the goal of every preservationist.

### Preserving the Future

The Preservation Alliance promotes community vitality. At its essence, community vitality is all about diverse people using buildings, filling lively spaces, walking in their communities, enjoying indoor and outside spaces, embracing uniqueness, communicating across generations, and promoting creativity and new ideas. Through the Southeast Minnesota partnership, we are busy understanding the needs of communities in that region, a region where the population is growing and where valued, important places may be lost. Currently, development is happening on the fringes of the communities. To keep communities vital, the Preservation Alliance is finding partners to promote the need to balance fringe development with redevelopment and reinvestment in the core of the towns. We promote this ideology through our partnership in Green Step Cities.

It is evident that people are integral to the preservation of all places. The Preservation Alliance is focused on the people that make preservation possible through our services and programs. We hope that you are as inspired as we are to use this mission and help make more preservation happen.



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# The Last Word

## A Note from Executive Director Doug Gasek

I have had heartbombing on the mind ever since February. We showed some love to the Stone Saloon in Saint Paul, the Chatfield Public Library, The Log Cabin Motel & Grill in Rochester, and the Stewart Red Owl, just to name a few. These are all great places, with tremendous stories, and extraordinary people that own, operate or cherish these community treasures. In the spirit of heartbombing I wanted to take some time to share the love with some of the people that helped make a difference this year and a place that is going to need some love in the future.

Michael Bjornberg definitely deserves a heartbomb. He has been chair of the Preservation Alliance for three years and just stepped down as chair in January. Under Michael's leadership, he navigated an executive transition, developed a new strategic direction for the organization, expanded board membership outside the metro, and helped expand services to our partners in neighboring states. I feel fortunate that Michael still has two more years on the board and I'm confident that his leadership is going to be felt in different ways as he continues to dive into particular strategic issues that come up throughout the years.

Claire Vander Eyck is the Volunteer of the Year at the Preservation Alliance. If you have been to any event that we hold, I am sure that you have seen or met the wonderful Claire. She volunteers at Sneak Peeks, the Minnesota Preservation Awards and Gala, every Pub Crawl, and Heartbombing. Claire also serves on the Real Estate Committee. She is even so committed to the preservation cause that you will see her take the ice every Tuesday night on the Preservation United broomball team. Thanks for all you do to promote preservation.

The beginning of 2015 has also brought about some changes at the Preservation Alliance. Beth Rutledge, Will O'Keefe and Ramona Haines recently left the Preservation Alliance for new adventures and they will be missed. It has been great to see them develop brand new education and real estate programs and expand relationships with individuals and organizations in a short amount of time. They've left a lasting impression on the organization with innovative ideas such as Old Home Certified and Heartbombing. I know we'll be seeing them around.

Three new people have also joined the staff at the Preservation Alliance. Todd Wright is taking the helm as Development Director. Todd's enthusiasm for the mission is endless and I'm sure you will be hearing from him shortly so he can hear how you want to be involved in the work of the Preservation Alliance. Anne Ketz is the new Real Estate Coordinator. Not only is Anne an excellent resource for preservation real estate issues, she is also one heck of a broomball player. Natalie Heneghan is our newest Program Assistant working on real estate and the Hmong history project. Natalie interned with the Preservation Alliance for nearly one year and we are so thrilled that she decided to join the staff.

Lastly, heartbombing is not just a February type of event. Let's heartbomb throughout the year to help raise awareness about the people, places, and efforts that needs attention as we all help lead and inspire people to connect with historic places, promoting community vitality.

Doug Gasek, Executive Director





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