

# D. HISTORIC PRESERVATION [HIS]

## ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<b>HIS-1</b> Promote and preserve Rochester's rich history.	HIS-1a Connect City staff and the community to the Landmark Society, City Historian, Local history branch of the Rochester Public Library, and the Rochester Historical Society by sponsoring Lunch and Learn events and promoting their programming.	City, Landmark Society, RPL, Rochester Historical Society
	HIS-1b Work with the Rochester Historical Society as they reposition their assets and seek funds to continue the important work they do to preserve the history of Rochester and provide access to a rich collection of historical artifacts.	City, Community Groups/Funders, Business Community, Education Institutions
	HIS-1c Continue to add properties on the Landmark Society's Five to Revive list to the City's inventory of strategic sites. This inventory presents a prioritized list of sites where reinvestment goals are focused.	<b>City</b> , Landmark Society
	HIS-1d Prepare a series of Rochester Historic Walking Tours and Biking Tours and distribute/publicize them in creative ways such as putting them in hotels, passing them out to RCSD students and staff, placing them in Neighborhood Service Centers, and putting them online.	<b>Landmark Society, Rochester Historical Society, City</b> , Visit Rochester, Community Groups/Funders, FLRTC
	HIS-1e Extend the Heritage Trail to include more historic buildings and sites that are significant to telling Rochester's story.	<b>Landmark Society, Rochester Historical Society, City</b> , Visit Rochester, FLRTC, Community Groups/Funders

**Notes:**

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
<b>HIS-1</b> <b>Promote and preserve Rochester's rich history.</b>	HIS-1f Support efforts to highlight and celebrate Rochester's role in the Civil Rights movement.	City, Monroe County, NYS, Landmark Society, Community Groups/Funders
<b>HIS-2</b> <b>Promote the benefits of the NYS tax credit programs for rehabilitation of homes and businesses in historic districts.</b>	HIS-2a Develop a marketing strategy about the tax credit programs and how they work, including a map of eligible areas. Display a digital map of eligible districts on the City's website so individuals can look up their property and cross-promote with the Landmark Society and other partners.	<b>Landmark Society</b> , City, Celebrate City Living Coalition, Realtors, Housing Organizations, Neighborhood Groups
	HIS-2b Promote the tax benefits for rehabilitation in the City Home Buyer Assistance Program and at the City Permit Counter.	<b>City</b>
	HIS-2c Conduct training of city staff and members of the Rochester Preservation Board on the Tax Credit Programs and how they can help foster interest in these programs as tools for redevelopment.	<b>Landmark Society</b> , City
	HIS-2d Consider adding districts to the State and National Register of Historic Places to afford more property owners the opportunity to take advantage of the tax credit programs, particularly in middle neighborhoods where the City is trying to expand and support homeownership and community wealth building.	City, Landmark Society, NYS

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<p><b>HIS-3</b>            Reduce barriers to rehabilitating buildings in Preservation Districts and foster enthusiasm for owning homes in these areas of the city.</p>	<p>HIS-3a Conduct a survey of applicants that have had an application reviewed by the Rochester Preservation Board. Specifically ask if the process was supportive of or a barrier to redevelopment. Use the information to determine strategies for process improvement, if needed.</p>	<p><b>City</b></p>
	<p>HIS-3b Prepare a brochure that demonstrates how the designation as a Preservation District has protected property values over the years.</p>	<p><b>Landmark Society, City, Neighborhood Groups</b></p>
	<p>HIS-3c Start a program to help property owners navigate through the Certificate of Appropriateness process.</p>	<p><b>Landmark Society</b></p>

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GOAL	STRATEGIES	PARTNERS
<b>HIS-4</b> <b>Use local regulations and programs to supplement the State and federal government's protection of historic resources.</b>	HIS-4a Retain Zoning Code provisions related to Designated Buildings of Historic Value, and maintain and routinely update the list to ensure it is accurately including properties of value.	<b>City</b> , Landmark Society
	HIS-4b Work to build the capacity of the Landmark Society to be a rehab/development partner with access to acquiring City-owned properties that are deemed historically valuable so they can apply additional resources and help rehabilitate these properties to meet historic preservation standards.	<b>City</b> , Landmark Society