

# LANDMARKS OBSERVER

SPRING 2014, VOL. 39, NO. 1, FREE



GREATER PORTLAND LANDMARKS, INC.  
*our homes, our neighborhoods, our future*

## India Street to Pilot Form-Based Code



PHOTO BY: HEATH PALEY

In a rapidly changing neighborhood with a diverse mix of historic buildings and new construction, Portland planners are testing zoning that approaches development through a more holistic set of relationships between buildings, streets, open space, pedestrian use, and urban activities.

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### GREATER PORTLAND LANDMARKS



50TH ANNIVERSARY  
KEYNOTE SPEAKER  
MORRISON H. HECKSCHER

Lawrence A. Fleischman Chairman of The American Wing of The Metropolitan Museum of Art

### “The Preservation Movement in New York City: Parallels with Portland, Maine”

Heckscher will compare the plans of the two cities, including their Olmsted Parks, and focus on the 1960s and the beginnings of preservation.

Wednesday, April 9, 2014  
6:00 pm – 7:00 pm

First Parish, Unitarian Universalist,  
425 Congress Street,  
Portland, Maine

Lecture tickets \$15 / \$5 students  
Private reception tickets \$50  
(includes lecture)

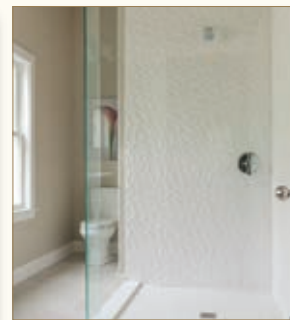
Private reception will immediately follow lecture.  
Reception space is limited. Tickets are available  
on a first-come, first-served basis.

You may purchase tickets by calling  
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## Landmarks Legacy Society

*In our 50th Anniversary year, we would like to recognize those who have remembered Greater Portland Landmarks in their estate plans.*

**Please contact Kate Lewis at 207-774-5561 x105 if you have included Landmarks in your future giving plans. Thank you for helping to keep Landmarks strong for another 50 years.**

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# Dear Members and Friends:

**A**T THE TURN OF EVERY DECADE, Landmarks reflects on where we've come from and looks forward toward the future. As key leaders assembled to plan for our 50th anniversary, we realized that it is time to tell our story and document, in a more permanent and public way, the people and events that shaped the organization.

As luck would have it, Professor David Carey Jr. of the history department at the University of Southern Maine is teaching an advanced course in oral history this semester. He agreed to take on Landmarks as the class project, and sixteen students are interviewing Landmarks leaders to record primary-source accounts of the early years. The students will present their findings to us as the final report for the course.

This spring, with funding from the Maine Humanities Council and several individuals, we are developing an installation for our headquarters that tells the story of the preservation movement in greater Portland, starting with the demolition of Union Station in 1961. The installation in the public spaces in the central hall and meeting rooms at the Safford House will frame our history in the national preservation context, and highlight key events, milestones and personalities in the history of preservation in Portland. It will enrich the knowledge and experience of numerous visitors to our building as they learn about how Portland evolved and why preservation has played such an important role in its recent development.

Nowhere else is this story on display to the public, and our building and site exemplify how preservation has shaped our city. Designed by architect Charles Alexander, the Safford House is in great architectural company with fine examples of 200 years of the city's evolution within a few blocks' radius. It is at this very site that early Landmarks leaders achieved two of the major successes in the early historic preservation movement during the Urban Renewal era: saving the Gothic House by moving it to a new location on Spring Street and stopping the demolitions for the Spring Street Arterial at High Street.

While these projects give us a chance to evaluate and celebrate our past, we are also taking time to prepare for the future. For example, we are broadening access to architectural tours of Portland's neighborhoods by developing a new family activity guide and a downloadable mobile application. Our work with master planning and a potential historic district for the India Street neighborhood demonstrates that preservation advocacy is essential going forward. There is increasing demand for preservation advice and services, and environmental sustainability is an ongoing theme in all of our work. As we look to the next 50 years, the trustees are creating an exciting vision for Landmarks to engage more people in preserving, revitalizing, and enhancing our remarkable built environment.

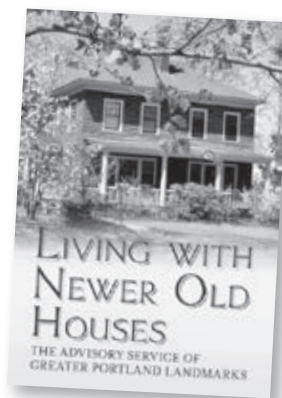
— HILARY BASSETT *Executive Director*



## PRESERVATION UPDATES

### Advisory Service Publishes a New Book

Greater Portland Landmarks Advisory Service has been conducting field visits to historic buildings throughout southern Maine since 1968. As a result, they have gained a great deal of knowledge to share with people who are preserving older properties. Their new book, *Living with Newer Old Houses*, was recently published by Fonthill Media. Advisory Service member Tom Hinkle says, "Increasingly, our calls for consulting visits have come from owners of late nineteenth and early twentieth century houses. This trend has exposed us to a great variety of styles and technologies, which we have attempted to address in our book. The period we cover is 1870-1950." The book is available at Landmarks for \$26, including sales tax.



### Developer to Rebuild after Fire at Great Diamond Island Barracks

On November 23, 2013, an historic barracks building, part of Ft. McKinley on Great Diamond Island, which was being rehabilitated as the Inn at Diamond Cove, was engulfed by flames just weeks before its completion. Developer David Bateman told the Portland Press Herald that thanks to the work of local firefighters more than 75 percent of the original walls still stand, allowing him to reapply for historic preservation tax credits. Bateman plans for the Inn to be open in May 2015.

### Former Eastland Hotel reopens as Westin Harborview

The historic Eastland Hotel (1927), a City-designated landmark building that is listed in the National Register of Historic Places, has undergone a complete rehabilitation and reopened in December as the Westin Harborview Hotel. The \$50 million project benefitted from historic preservation tax credits, and is the largest tax credit project in Maine to date. Originally designed by architect Herbert Rhodes, the Hotel retains the iconic Eastland sign, the carved staircase in the ballroom and other details.



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The mission of Greater Portland Landmarks is to preserve and revitalize the architectural fabric, history, and character of Greater Portland—renewing our neighborhoods, spurring economic development, and keeping Portland one of the most livable cities in America.

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# INDIA STREET TO PILOT FORM-BASED CODE

**T**AKING A PAGE FROM several successful projects around the country and a couple in Maine, Portland is employing “Form-based Code” in developing the India Street neighborhood master plan.

Rather than using the conventional use-based business, residential, or mixed-use codes — “B-5,” for example, is for an “Urban Commercial Mixed Use Zone” — that employ use-based criteria, Form-Based Codes use a more visual, spatial approach to developing a neighborhood or town.

“Bottom line is that we are taking into account the physical features of the district,” says Portland planning division director Alex Jaegerman. “It’s just a different tool. We can accomplish the same things with conventional zoning, and we have. But this gives us a chance to be architecturally aware. We will be coming up with different diagrams, and the diagram that is chosen will be the basis for the regulation.”

The idea of “form-based code” has been experimented with since at least the 1980s, but the current movement, with a set of formal codes, arose in the early 21st century in Chicago, which was struggling to revisit its 1957-based zoning policies. Out of that effort, a movement of urban planners, architects, scholars, and others emerged, and the Form-Based Codes Institute was born in 2004. Jaegerman has been trained by that institute, although he says Portland will likely end up

using a hybrid of its own devising.

“With form-based codes, planners can begin to try to create a code that brings together the aesthetic look of a place,” says Portland architect Carol De Tine, AIA, owner of Carriage House Studio Architects and Landmarks trustee. “It takes into account how something looks and how it connects to the neighborhood in an interesting new way.”

While conventional zoning has focused on separating land use and permitted building or property uses, form-based coding approaches development through a more holistic set of relationships between buildings, streets, open spaces, pedestrian use, and urban living and urban activities. How tall buildings will be, what their entrances will be like, their windows, and their uses will be driven largely by the scale of the neighborhood, whether it is preserving an historic scale, marrying existing scale to new construction, or developing completely new construction. Setbacks would not be determined by whether it is a business zone, a residential zone, or a mixed-used zone, but rather by what scale is desired for that neighborhood, whether it is very rural, very urban or something in-between.

The city of Portland is trying out its first form-based code approach in its development of the India Street neighborhood master plan. The visual approach, which Jaegerman says will involve 3-D diagramming, will enable the neighborhood to really see its possibilities.

“The new construction opportunities are very large there,” Jaegerman says. “You can create all the variables you have to deal with, chart it out on the map. Water infiltration needs, the relationships of buildings to streets, all of it. It’s more visual, spatial, less use-oriented. It’s very applicable here, and we have a very engaged neighborhood eager to use this method. We’ll be figuring it out as we go along, but I think it will help us balance the quality of life for the neighborhood.”

The city is also considering an historic district for part of the neighborhood, an initiative that Landmarks strongly supports. “A number of communities across the country have used form-based code in tandem with historic districts,” says Deb Andrews, manager of Portland’s historic preservation program.

“Form based code ensures that the underling zoning is not at odds with the form, scale and massing of buildings that characterize an area. It doesn’t take the place of an historic district because there are many other factors beyond the zoning that are considered in the historic preservation review process, such as the choice and quality of materials used in preservation or new construction,” Andrews says.

“The historic preservation review provides an opportunity to look carefully at all the compatibility factors, along with design details.” ■

## *Preservation Serves Social Needs in Portland*

Historic preservation can be an intricate and time-consuming process, and takes visionary developers, owners, and city officials to make the financial and even the mental commitment to restore and rehabilitate a building in need of updates and repair. It’s common that they become office buildings, restaurants and retail, or the homes of wealthier people. But the city of Portland and social agencies, with the help of progressive developers and architects, have opted to adapt some of Portland’s historic properties for affordable housing and other social needs. **PHOTOS BY HEATH PALEY**



**The Joe Kreisler Teen Shelter** at 38 Preble Street in Portland is named for a man who worked tirelessly to aid the hungry and homeless and who had a hand in training some 400 social workers here, including Portland’s mayor Michael Brennan. Built around 1894, the building has housed a variety of enterprises, including C.H. Crocker Co. stove manufacturers, George E. Morrison Marble business, the Salvation Army Hall, and the Freeman Pharmacal Co., maker of proprietary medicines. Today it serves as a much-needed overnight shelter for homeless and runaway teens.



**Elm Terrace**, 68 High Street, in January 2013 opened as an affordable housing complex, of historic and contemporary structures, for vulnerable families. The older building was designed by Frederick Tompson in 1909 as an addition to the now-gone Mussey Mansion, a residence built in 1801. It served as a Children’s Hospital until 1948, then the Maine School of Law and offices for the University of Southern Maine. The 1909 building underwent a Certified Historic Rehabilitation designed by Ben Walter of CWS Architects, and his 2013 building (above) is inspired by the Federal style Mansion. The complex, which meets Maine Housing’s Green Building and LEED standards, has filled quickly, a sign of the strong need for affordable housing in Portland.



**Parkside Studios** is an affordable housing complex for artists adapted by progressive developer Peter Bass’s firm, Random Orbit Inc, from a 1927 Catholic grammar school, Sacred Heart, bought by the city of Portland in 1999 for \$150,000. The live/work condominiums are designed for working artists earning 80% of median income, available at the affordable rents to qualifying artists in perpetuity. The idea is to enable artists, who often help revitalize buildings and neighborhoods but then can’t afford rates after gentrification, to remain and continue to contribute to the vibrancy of their adopted neighborhood.

# Morrison Heckscher to deliver Landmarks' 50th Anniversary Keynote

*Heckscher, the Lawrence A. Fleischman Chairman of The American Wing of The Metropolitan Museum of Art in New York and author of a definitive history of Central Park, will talk about the preservation movements in New York City and Portland.*

**April 9, 6 pm, at First Parish in Portland, Unitarian Universalist**

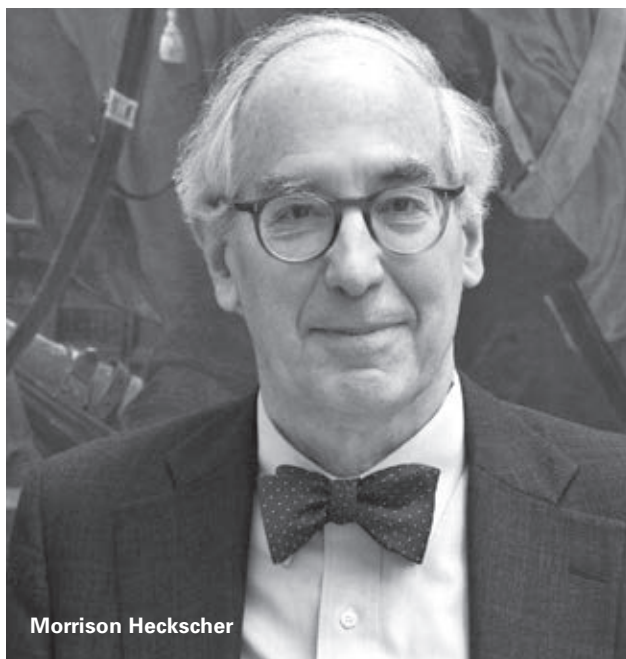
**M**ORRISON HECKSCHER'S DEFINITIVE book on Central Park, *Creating Central Park*, was hailed by Bloomsbury Review as a "detailed narrative of the politics, aesthetics, and planning involved in the park's creation." It is a beautiful, detailed, illustrated history of a public space that has come to define New York City's urban landscape.

One of the most intriguing elements of Heckscher's book is its unsparing portrait of the contentious public process that dogged almost every stage of the park's development and evolution.

"It's also a very complex role that Central Park plays in the city," Heckscher told the *New York Observer* at the time of the book's publication in 2008. "It started out as a pure landscape design; and then you get architecture, you get public buildings like the Met involved in it. You have the conflicts of – do you want to have cars in the park, and all the tensions of who gets to decide how to use the park.

"And I thought it would be healthy," Heckscher adds, "for people to be able to go to one source and actually read about how the park came to be—and to see that there's always been this tension."

As in Portland, where support of public green space was dependent on the vision of city leaders like James Phinney Baxter, the success of Central Park's design and development was possible thanks to the vision of people like Calvert Vaux, a British-American landscape designer who had worked closely with Andrew Jackson Downing. Downing is considered the father of American landscape gardening and, before his death in 1852 in an accident on a steamboat on the Hudson River, was the man who had been expected to become the designer of Central Park. It was Vaux and his colleague Frederick Law Olmsted who ultimately were responsible for the vision and design of America's foremost urban green space.



Morrison Heckscher

PHOTO COURTESY METROPOLITAN MUSEUM OF ART

Heckscher will bring his formidable expertise to Portland to help Greater Portland Landmarks celebrate its 50th anniversary. He will discuss the parallels between the preservation movements in New York and Portland, and touch on the Olmsted legacy in Portland. And along with his knowledge of the American ideal of city green space and what it has meant for Maine, he brings also his particular fondness for the state, where he has spent time on the coast and has connections to Camp Kieve on Damariscotta Lake, which has served as a wilderness venue for character-building for kids from all over the world since its founding in 1922.

Heckscher has served for more than 30 years in key curatorial positions in The American Wing of The Metropolitan Museum of Art, and as Lawrence A. Fleischman Chairman of The American Wing since 2001. He just announced his retirement from the muse-

um late last year, and will be stepping down once a successor can be found.

He has had a long and deep relationship with the museum's American collections. His career was spent entirely there, making his mark there indelible and his passion evident. He originally joined the Metropolitan Museum in 1966 as a Chester Dale Fellow in the print department, and in 1968 became a curator in the American Wing for 10 years. From 1978-1998 he was Curator of American Decorative Arts.

At the time of his appointment to lead the American Wing, then-director Philippe de Montebello noted that Heckscher is talented as both a specialist and a generalist. "He has not only mastered his own field—18th-century American furniture and American architecture—but has emerged as the Metropolitan's leading institutional historian, possessed of a vast knowledge of how the Museum has grown and developed over the generations," de Montebello said. "With his fine eye, his keen scholarship, his unbridled enthusiasm, and a lifetime of dedication to the Museum, he will be a superb chairman of The American Wing, to which he has contributed so much over the years."

Heckscher received his B. A. in American History from Wesleyan University, an M. A. from the University of Delaware's Winterthur Program in Early American Culture, and the Ph.D. in Art History from Columbia University. Heckscher has served as curator for a number of special exhibitions, including "An Architect and His Client: Frank Lloyd Wright and Francis W. Little" (1973); "The Architecture of Richard Morris Hunt" (1986); "American Rococo: Elegance in Ornament, 1750-1775" (1992); "The Architecture of The Metropolitan Museum of Art" (1996); and the "American Furniture and the Art of Connoisseurship" (1998).

Heckscher has been a Trustee of the Winterthur Museum since 1993, and since 1995 a Trustee of the Samuel F. B. Morse Historic Site. He is also a Director of Scenic Hudson, Inc., and in the 1970s served as a Director of the Society of Architectural Historians and an Overseer of Strawberry Banke in Portsmouth, New Hampshire.

Heckscher lives in New York with his wife Fenella and he walks through Central Park almost daily. ■

## Mayor Baxter's Bold Vision

*James Phinney Baxter believed in the same urban landscape ideals as the designers of Central Park, and his fight to preserve green space has left Portland with an enduring legacy*

**P**ortland Mayor James Phinney Baxter had a passion and vision for urban green spaces that has left the city with treasured park lands. He was dedicated not only in his policymaking – he worked closely with park commissioners, negotiated with landowners and got the city council to approve his land acquisitions – but also to the recruitment of experts who would shape the lands he acquired into proper parks. He hired the well-known landscape architecture firm of Olmsted, Olmsted and Eliot to prepare a formal plan.

Baxter saw parkland as integral to city planning, not just for the health and recreation of city folk, but also to improve the city's financial prospects and longevity. The design of Baxter Boulevard, for

example, was to him a transformation of a landscape nuisance into a potentially idealistic space. His vision was an innovative and daring solution to sanitary, aesthetic, and economic concerns.

It was a testament to Baxter's broad, long-term view that city leaders and businessmen came to believe that they would stand to gain from the parkland he envisioned. They believed that the parks were key to attracting people and money to Portland and that the parks were a boon to landowners. Despite the fact that existing parks were used and enjoyed by all kinds of people, the working classes and their advocates came to resist the sequestration of parkland, thinking of it as elitist.

This stymied Baxter's original broad vision of interconnecting all Portland parks

by elegant, tree-lined boulevards and trails. Despite Baxter's efforts to articulate all the multi-faceted benefits of parks, boulevards, and other green space to people of all classes and backgrounds, elements of his vision were thwarted by politicians and advocates who argued against the expense for what they said were frivolous projects instead of practical ones.

Ultimately, Baxter's most bold vision for Portland's green space wasn't fully realized. But much of it was, and, even during the most contentious years, the people of Portland did appreciate the green space they had. Today, Baxter Boulevard is like a magnet, attracting the city's diversity of people — all races, all ages, even all speeds, as they stroll, jog, bicycle, and race around the tidal basin. The city, in

fact, has made new strides in connecting more green space than ever, just as Baxter had originally envisioned. In the end, Baxter left Portland a priceless legacy. In his career as mayor, he added 34 acres to Portland's parks, including expansions to Deering Oaks and the Eastern and Western Promenades, in addition to the 25 acres of Baxter Boulevard. Above all, he brought to Portland the concept of a park system, something that now will never be taken away.

Adapted from *Bold Vision: The development of the parks of Portland, Maine* published for Greater Portland Landmarks Inc. by Phoenix Publishing, West Kennebunk, Maine 1999. Copies are available: [www.portlandlandmarks.org](http://www.portlandlandmarks.org)

# Estate Planning: Reflect, Talk, Appoint, Act

As Greater Portland Landmarks creates a Legacy Society of supporters in our 50th Anniversary Year, we are encouraging our members to consider how they might be able support Landmarks decades into the future by naming the organization as a beneficiary in their estate plans.

Estate planning can be an exciting process as you reflect your own beliefs and include support for causes that mean a lot to you and your family.

We talked with Sarah Halpin, Certified Financial Planner™ and First Vice President-Investments at the Danforth Group of Wells Fargo Advisors, who has the following to share:

“Going through an estate planning process affirms your life. It ensures that your values and preferences will be *known, remembered, and honored*. It provides confidence and peace of mind to those agents you have given responsibility to when they are faced with making decisions and acting on your behalf. Planning enables you to provide for your comfort during your lifetime and helps ensure competent asset management if you should become incapacitated or die.”

Your estate can make a big difference to an organization you believe in. Did you know?

- Annually, approximately 13,000 people die in Maine, but very few of these people leave a taxable estate. Beginning with deaths occurring in 2013, only those estates worth more than \$2 mil-

lion are subject to an estate tax. (Source: Maine Revenue Services Income/Estate Tax Division)

- More than a quarter (27%) of Maine estates over \$1.5 million that were settled in 2005 included a charitable bequest versus 20% nationally. (Source: Internal Revenue Service)

- In the year 2055, some \$41 trillion will change hands as the “baby boomers” pass their assets to the next generation, in what will be the largest intergenerational transfer of wealth in U.S. History. (Source: Maine Community Foundation)

*The information provided here is general in nature and may not apply to your personal financial situation. Please seek and consult with qualified financial, legal and tax advisors before starting estate planning or considering charitable techniques.*

Please watch for information about an upcoming workshop, the **Practical and Financial Benefits of Estate Planning**, to be led by Sarah Halpin and hosted at Landmarks’ Safford House in May 2014.

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from left: **Jay S. Tobias**, Senior Vice President – Investments, **Sarah J. Halpin, CFP®**, First Vice President – Investments, **Jack P. Zinn, AAMS®**, PIM Portfolio Manager, Accredited Investment Fiduciary (AIF®), Senior Vice President – Investments

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# Carol De Tine

came to Portland in 1997 after living in more rural areas in Scotland and Vermont. She became involved in Greater Portland Landmarks' advocacy efforts right away and now serves as Trustee. She has been impressed with Landmarks' detailed approach, hewing closely to research and solid facts as it works hard to fulfill its mission. "It is so easy to get emotional about issues, but that really isn't helpful," De Tine says. "We seek a reasoned approach and we offer solutions, whether that means suggesting changes to a proposed design or adding conditions to a proposed contract zone or whatever. Landmarks' voice is respected because of our respectful and thoughtful approach. And we've been quite successful too."

De Tine is an architect who runs her practice, Carriage House Studio, in the West End, where she and her husband also live. One thing she doesn't quite approve of are Portland's brick sidewalks. "They are slippery, high maintenance, really nasty to shovel in winter," she says. "They are beautiful though."

## What brought you to Portland and Maine?

I grew up in Buffalo, so I'm a city girl. After several years of living in quiet rural towns in Vermont and Scotland, it was time to get back to city living. I had visited Portland several times. It's smaller than Buffalo, obviously, but they have a lot in common. Great Victorian architecture, Olmsted Parks, a vibrant arts scene – I feel at home here.

## Why is your business named 'Carriage House Studio'?

My practice is located in the Bramhall stable and carriage house building in Portland's West End. J. B. Brown's Bramhall Estate survived for only about 50 years (it was built in 1854 to 56) but fortunately the carriage house remains. My studio is where the horse stalls were. The space had been a squash court and then a lobsterman's workshop before I converted it to office space.

My husband and I live upstairs in the old hayloft. Living over the shop is an historic pattern that really fits our lives today. We love it.

## You've practiced and lived in a lot of different places. How do they compare to Portland — both as an architect and as a citizen?

An urban planner friend of mine in Buffalo likes to tell people: "I live here on purpose." I think that just about everyone who lives in Portland lives here on purpose. We know that we have something special and unique here, in the natural environment as well as the built environment. As an architect, it means that my clients are informed and engaged about architecture and planning.

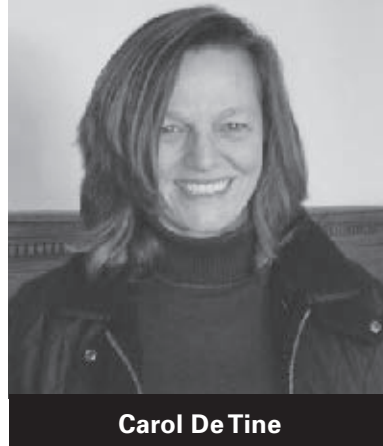
They appreciate authenticity in design, regardless of whether a building is historic or new, traditional or modern. People love City Hall and Harry Cobb's building for the Portland Museum of Art. They love the Observatory and Scott Simons Architects' transformation of the Portland Public Library. It makes my job easier and more fun, to work with clients who are interested in design and are excited about working together to get it right on their project.

## What do you think are Portland's challenges in planning for its future?

I think the challenge that the City has right now is getting ahead of the rapid change that is happening. There is enormous development pressure. At the same time, we are realizing that the zoning ordinances and visioning plans that we have in place aren't always resulting in the type of development that we would like to see. It isn't about style. It isn't that we want all new buildings to be red brick with sash windows. It's about scale, massing, how our buildings address the street.

Portland is moving positively to reverse some of the scars of the urban renewal movement of the 70s, such as redesigning Spring Street and Franklin Street to create narrower, more pedestrian-friendly environments.

## WHO We Are



Carol De Tine

## How do you think Portland should be thinking about planning as it grows?

We have to design for people, not cars. But that's a contradiction because it's people in those cars. I just visited an exhibit at MOMA called *Frank Lloyd Wright and the City: Density vs. Dispersal*. In the 1920s and 30s, Wright was designing cities with 24 lanes for cars. That was 90 years ago! The problem with Wright's plan is the problem that we have now with Franklin and Spring Streets, State and High Streets. The design goals were to move cars, fast, into and through the city. But try to cross Franklin Street on foot or on a bike. It isn't fun. Try to parallel park on High or State Street. It's pretty scary. We can't get rid of the cars but we can manage

them better. It's pretty cool to see Portland taking those bold steps now.

## What can ordinary Portlanders do to protect the city's urban fabric?

Get involved in a constructive way. Be open-minded, especially early in the process. Listen to diverse voices. We are lucky in Portland in that we have so many really smart, talented people here. ■

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## Preserving Our Place: Historic Preservation in America 1964-2014

**A**S WE CELEBRATE the 50th Anniversary of Greater Portland Landmarks, we recall the role this organization has played in public advocacy, education and preserving buildings, districts and landscapes in one of America's great maritime cities. Over this period, Portland's experience with downtown and neighborhood revitalization mirrored and exemplified the growth and advances in the preservation field at the national level.

Portland's long-term economic decline commenced in the 1920s and continued through the post-World War II stagnation, and its subsequent foray into urban renewal solutions of the 1960s was not unusual or even unique. Its remarkable recovery has been fueled by Landmarks' successful efforts on several fronts. Landmarks halted a major urban renewal initiative, the Spring Street Arterial, at High Street in 1971; conducted architectural surveys and educational work in threatened areas; and led successful neighborhood preservation efforts in the 1970s. These successes paved the way in the 21st century for Portland's selection as one of the nation's most livable cities, an honor in large part founded upon the historic authenticity and high survival rate of the City's unique architecture.

Portland's "authenticity of place" was severely threatened by federally-funded demolition of "obsolete" buildings or entire building corridors in the early 1960s and the construction of an inner-city circumferential highway following the Gruen Plan. In 1961, in reaction to the loss of Union Station and continued urban renewal incursions, Edith Sills, Portland resident and wife of Bowdoin College's former president, convened concerned individuals to find a way to preserve the City's imperiled historic building inventory. Her committee founded Greater Portland Landmarks in 1964.

That same year in Washington, a Presidential Task Force recommended a Special Committee on Historic Preservation, which convened in 1965 with the support of the US Conference of Mayors and the Ford Foundation. Backed by President Lyndon Johnson, the committee investigated preservation practices in Europe



PHOTO BY BEN GROSS

Successful urban revitalization begins with the incremental improvement of authentic historic buildings and streetscapes.

and America and released its findings and recommendations in the influential book, *With Heritage So Rich*, published in 1966. The recommendations called for a "new preservation" and were largely incorporated in the groundbreaking, National Historic Preservation Act, passed later that year. This created the current framework for the nationwide preservation program, administered by the National Park Service at the federal level, in concert with the State Historic Preservation Offices (SHPOs). In Maine, the SHPO is the Maine Historic Preservation Commission, led by Portland native, Earle G. Shettleworth, Jr., an original member of Mrs. Sills' Committee as a teenager, and the longest-serving State Historic Preservation Officer in the nation.

Merging preservation with the economic benefits of urban revitalization became a growing national trend reinforced by passage of the Tax Reform Act of 1976. In

Portland, this trend was demonstrated by commercial real estate successes in the late 1970s led by rehabilitation of the Thomas Block on Commercial Street. Key Old Port and downtown landmark buildings were soon targeted for rehabilitation using these federal tax credit incentives. Landmarks was one of the early pioneers in the revolving fund approach – acquiring older buildings and selling them to buyers who committed to complete their rehabilitation. Employing this strategy and other incentives during the 1970s and 80s, Landmarks preserved 14 endangered buildings, including the flatiron-style Hay Building (1826/1921) at Congress Square.

Following passage of the City's Historic Preservation Ordinance in 1989, historic preservation became an integrated instrument of Portland's urban revitalization policy and economic development program. By 2010, Portland had designated eight local historic districts on the Peninsula alone, reflecting the national trend away from "museum stewardship" of individual properties toward recognizing larger cultural contexts and the related economic benefits of preservation and revitalization of entire neighborhoods and commercial districts. ■



### Christopher Closs

Landmarks' Preservation Services Advisor  
(207) 809-9103

[ccloss@portlandlandmarks.org](mailto:ccloss@portlandlandmarks.org)

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# Landmarks Calendar

## 50th Anniversary Celebration

Greater Portland Landmarks invites you to join us in celebrating its 50th anniversary in 2014. Today, Portland's popularity as a place to live, work and visit reflects Landmarks' longstanding advocacy and education to preserve our extraordinary historic buildings, neighborhoods, and landscapes. Landmarks' 50th Anniversary events are made possible by a lead sponsorship from the Dead River Company, and support from J. B. Brown & Sons, The Danforth Group of Wells Fargo Advisors, and an Anonymous Donor.



## Keynote Lecture

APRIL 2014

APRIL 9, 2014, 6 – 7 PM with Special Reception to follow

**Morrison H. Heckscher,**  
**Lawrence A. Fleischman Chairman**  
**of The American Wing, Metropolitan**  
**Museum of Art, New York**

Heckscher will present "The Preservation Movement in New York City: Parallels with Portland, Maine" comparing the plans of the two cities, including their Olmsted Parks, and focusing on the 1960s and the beginnings of preservation. The lecture will be held at First Parish Church, 425 Congress Street, Portland. Tickets \$15/\$5 students for lecture only, \$50 includes private reception with the speaker.

## Workshop

MARCH 2014

MARCH 25, 2014, 6:30 – 8:30 PM

(Snow Date: March 26)

**Energy Efficiency for Historic Buildings:**  
**Innovative HVAC Systems**

For property owners who want to make their homes and buildings more energy efficient while maintaining historic character. Presented by Christopher Closs, Landmarks' Preservation Services Advisor with Russ Martin, PE and PA, of M-Co Engineering Plus. Includes a tour of the new heating, ventilation and cooling system at the historic Walker Memorial Library, 800 Main St., Westbrook, where the program will be held. \$30 registration includes 22 page workbook. CEUs available for realtors.

## Summer Programs & Tours

JUNE 2014

JUNE 7, 2014

**Historic House Gala and Silent Auction**

Gather at special receptions in private homes prior to a fabulous garden party at a beautiful Victorian residence in Portland's historic Western Promenade neighborhood, with music, champagne, glorious hors d'oeuvres, and great company. Watch for your invitation in April.

JUNE 14, 2014, 10 AM – 5 PM

**Flag Day, Portland Observatory Museum**

A community celebration at the Observatory, featuring tours, special programs and the launch of Landmarks new Family Activity Guide; at the Observatory, 138 Congress Street, Portland. Free admission

For more information, and to register  
for events and programs:

[www.portlandlandmarks.org](http://www.portlandlandmarks.org) or call 774-5561

## Architalx Lecture Series

Featuring international leaders in innovative design presented by Architalx. All lectures are held at the Portland Museum of Art, 7 Congress Square, Portland. Tickets: \$15 per lecture, available at [www.architalx.org](http://www.architalx.org) or at the door.

April 3, 2014, 6 pm - Eelco Hooftman, founding partner of Edinburgh-based GROSS. MAX. Landscape Architects, Edinburgh, Scotland

April 10, 2014, 6 pm - Alexander Levi, AIA and Amanda Schachter, AIA, principals at SLO Architecture, New York City

April 17, 2014, 6 pm - Jenny E. Sabin, architectural designer, artist, and educator, Jenny Sabin Studio, Philadelphia

April 24, 2014, 6 pm - Joan M. Soranno, FAIA, architect at HGA, Minneapolis



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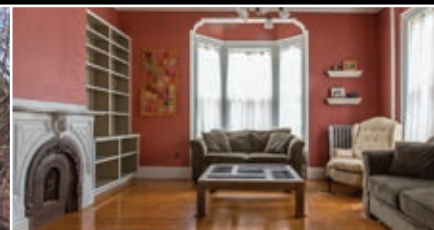
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