

WATERLOO HISTORIC PRESERVATION PLAN

2006

**Thomason & Associates
Preservation Planners
Nashville, Tennessee**

Economic Benefits of Historic Preservation

- ✓ Creation of local historic districts stabilizes, and often increases residential and commercial property values.
- ✓ Increases in property values in historic districts are typically greater than increases in the community at large.
- ✓ Historic building rehabilitation, which is more labor intensive and requires greater specialization and higher skills levels, creates more jobs and results in more local business than does new construction.
- ✓ Heritage tourism provides substantial economic benefits. Tourists drawn by a community's (or region's) historic character typically stay longer and spend more during their visit than other tourists.
- ✓ Historic rehabilitation encourages additional neighborhood investment and produces a high return for municipal dollars spent.

Historic Preservation
and the Economy
of the Commonwealth

*Kentucky's Past at Work
for Kentucky's Future*

prepared by
KENTUCKY HERITAGE COUNCIL & COMMONWEALTH PRESERVATION ADVOCATES

Neighborhoods line up for historic designation

Yvonne Wingett
The Arizona Republic
Aug. 11, 2003 12:00 AM

A program set up to protect Arizona's history is colliding with its own popularity and an accident of timing.

Recognizing buildings as historic initially was meant to protect a few inner-city structures and neighborhoods.

But now, the number of requests for the historic designation is skyrocketing as waves of communities from Phoenix to Mesa to Tucson hit the magic age of 50, making them eligible for federal or local historic status.

The upsurge, which preservationists say has just begun, is overwhelming the system and forcing officials to choose even more selectively what is worthy of going into the state's history books.

At stake, some believe, could be a program that gives some owners of historic homes a property-tax break of up to 50 percent and a designation that immediately boosts property values.

"We're dealing with an order of magnitude, in terms of the number of historic buildings, greater than we've ever had to deal with before," said William Collins, Arizona deputy historic preservation officer.

"Cities in the Valley have been working on that problem from one angle (or) another so that we can get a handle on it."

It won't be easy.

The dilemma is blamed on the post-World War II construction boom.

Phoenix was still a small, sleepy town until the war, surrounded by the tiny suburbs of Mesa, Glendale, Scottsdale and Tempe.

Afterward, growth exploded with hundreds of subdivisions sprawling north up Central Avenue and spreading for miles to the east and west. Back then, ranch-style homes were all the rage. Maryvale was becoming one of the nation's largest post-World War II housing developments.



Pat Shannahan/The Arizona Republic

Jerome Hartnett installs a 1920s replica ceiling fan in his home in the F.Q. Story Historic District.



Historic Districts
Are Good for Your
Pocketbook:
The Impact of
Local Historic Districts
on House Prices in
South Carolina



National Trust for
Historic Preservation

Partners in Prosperity: The Economic Benefits of Historic Preservation in New Jersey

by Lisanne Renner

This report, which was originally published in 1990, is reprinted with permission from the New Jersey Historic Trust. The report summarizes the results of Economic Impacts of Historic Preservation, a study conducted by the Center for Urban Policy Research at Rutgers University and overseen by the New Jersey Historic Trust. The complete study is available as an electronic file for those interested in the full statistical details. Contact the New Jersey Historic Trust by email at njhtr@njstate.nj.us or by writing CN 404, 306-508 East State Street, Trenton, New Jersey 08623.

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DOLLARS & SENSE of Historic Preservation

Anyone who has stayed in a Victorian bed-and-breakfast in Cape May, shopped along Westfield's revitalized Main Street, opened the door to affordable housing in a 19th-century Garden row house, or club-hopped in historic Hoboken knows this instinctively: historic preservation not only restores buildings, it rejuvenates the soul and revitalizes communities. The ambience and integrity of historic buildings foster a sense of place, a connection to the past and an enhanced quality of life. But along with those intangible qualities is the very quantifiable benefit of dollars and cents. Historic preservation pays, and all New Jersey citizens benefit.

Preservation: An Economic Engine

In the nation's most comprehensive statewide study of the economic benefits of historic preservation, the Rutgers University Center for Urban Policy Research has documented the vigorous role that preservation plays in priming the economic pump. Preservation is a powerful tool in creating jobs, generating income, stimulating tax revenue, nurturing tourism and enhancing older cities. As an economic force, it surpasses investment in new housing or commercial construction.

Each \$1 million spent on non-residential historic rehabilitation creates 2 jobs more than the same money spent on new



construction. It also generates \$79,000 more in income, \$13,000 more in taxes, and \$111,000 more in wealth.

Each year in New Jersey, preservation pours more than half a billion dollars into the economy, including \$123 million in improving historic buildings, \$432 million in heritage tourism spending, and \$25 million in spending by historic sites and organizations. This triggers a wealth of economic benefits. Consider these:

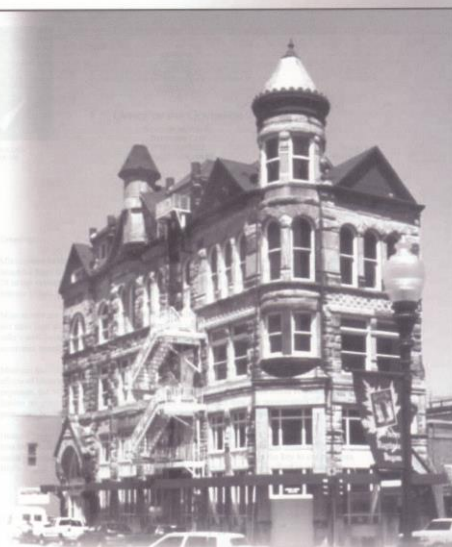
Jobs
Preservation in New Jersey creates 21,575 jobs each year.



10,140 of them in the state.

Income
Preservation generates \$263 million in income for New Jerseyans and \$572 million nationwide.

Taxes
Preservation stimulates \$298 million in federal, state and local taxes in New Jersey and \$415 million in taxes nationwide. New Jersey historic properties contribute \$120 million annually in property taxes, an amount that increases when historic rehabilitation enhances property values.

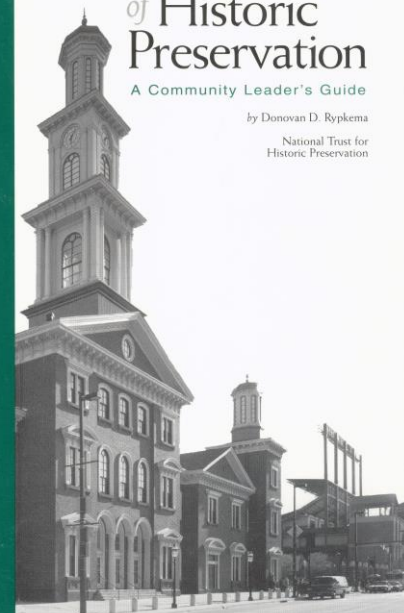


ECONOMIC IMPACTS OF HISTORIC PRESERVATION IN MISSOURI

The Economics of Historic Preservation

A Community Leader's Guide

by Donovan D. Rypkema
National Trust for
Historic Preservation



East Davidson

Property values increase in areas listed as part of historic overlays

'The price per square foot of any house in any condition is going up,' renovator says

By SUZANNE NORMAND BLACKWOOD
Staff Writer

OLD HICKORY VILLAGE

— In 1980, before the neighborhood was part of a historic district, Cindy Evans purchased a home in Lockeland Springs for \$39,950.

"It's a great house; I got an oversized lot," she said.

Today, that home, which happens to belong to Mayor Bill Purcell, is worth about \$400,000, Evans said.

Evans who has been selling real estate since 1980, attributes that surge in the East Nashville home's



Don and Terry Swartz stand outside 1308 Birdsall Street, a historic home in Old Hickory Village which the Swartzes bought, renovated and sold.

PHOTOS BY MICHELLE MORROW / STAFF



The house at 1308 Birdsall Street is the sixth purchased, renovated and sold by Don and Terry Swartz in Old Hickory Village.

By the numbers

(Statistics between February 2003 and February 2004, according to the Multiple Listing Service):

homes sold: 1,922
Average price per square foot: \$94.40
Average sale price: \$180,000
Average days on the market: 40

Old Hickory Village

Old Hickory Village



View of E. Fourth Street ca. 1910



View of W. Fourth Street ca. 1910

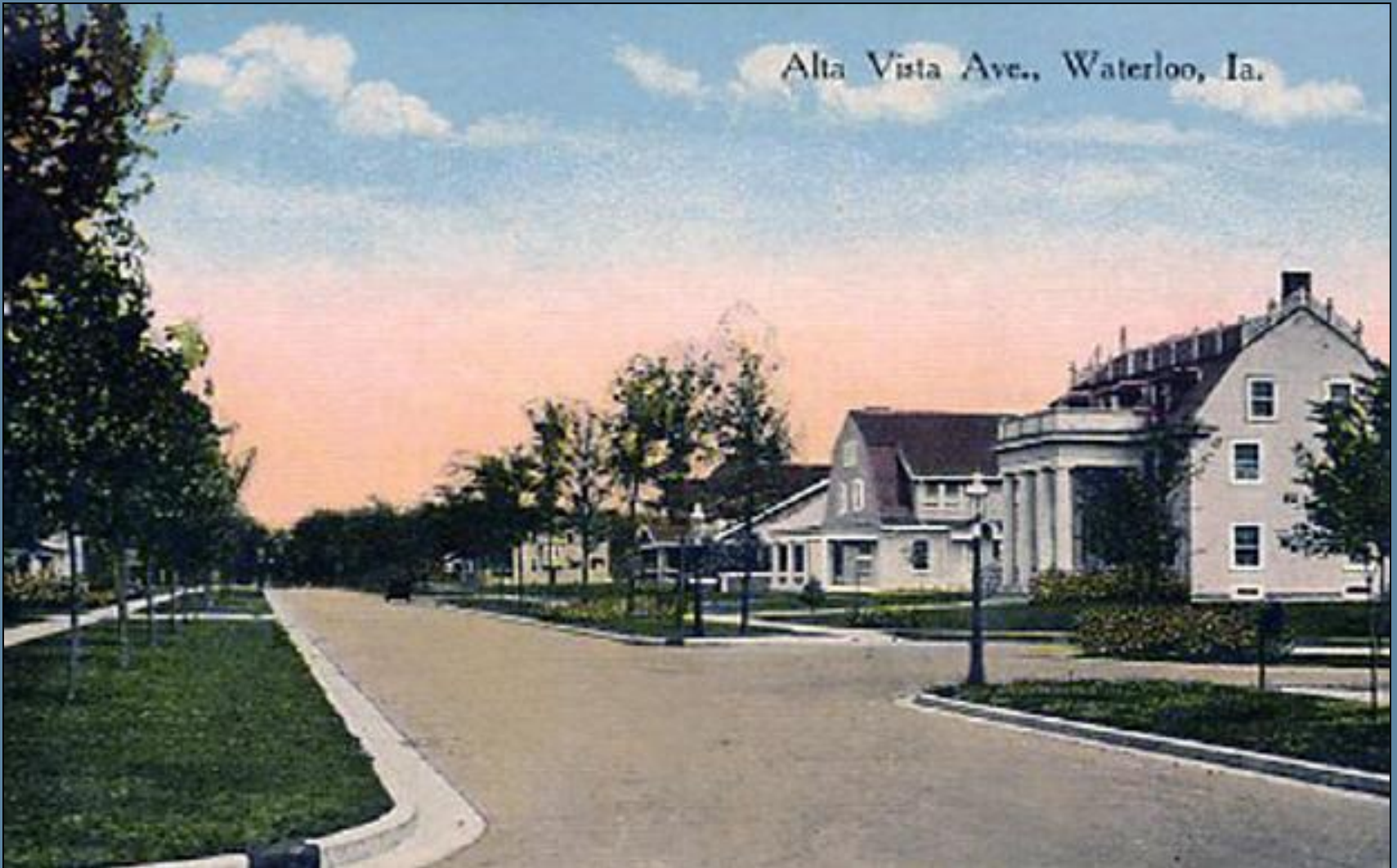


Illinois Central Shops ca. 1890



The Rath Packing Company Complex ca. 1930

Alta Vista Ave., Waterloo, Ia.



View of Alta Vista Avenue in the Highland Neighborhood ca. 1915



The dwellings at 339 Saxon Street and 1402 Jefferson Street are representative of the Commodious Box house type.



The 100 block of Lafayette Street contains identical plan examples of the American Foursquare design.

The dwellings at 186 Lovejoy and 219 Leland reflect the Bungalow style.



The Highland Neighborhood was the city's first planned suburban development.





The 500 Block of Home Park Boulevard.



Hillcrest Apartments on W. 2nd Street.

These attached rowhouses on Arden Street are arranged in an alternating offset design.





The Bovee Flats on Commercial Street were designed in the Gothic Revival style.



The Emerson School has been remodeled into apartments.



St. Demetrios Greek Orthodox Church
&
Sacred Heart Catholic Church
are among the many churches built on
W. Fourth Street's "church row."

201-215 W. Fifth Street



Hotel Russell—Lamson

716 Commercial Street



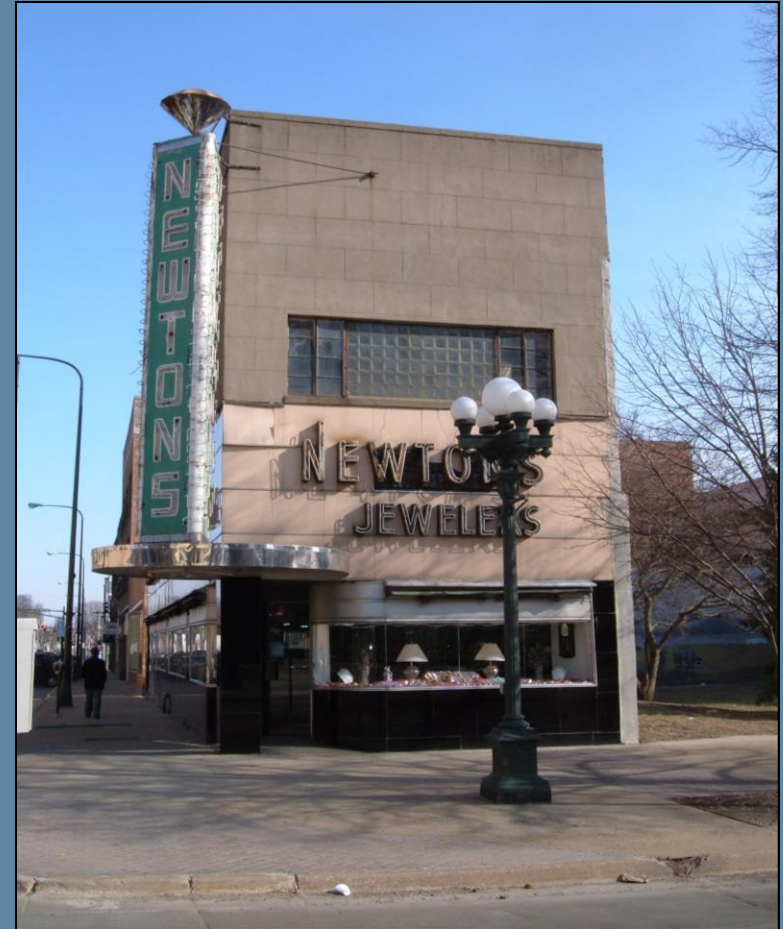
Fire Station No. 2

The YMCA Building



Art Deco Style

Art Moderne
Style



Newton's Jewelry Store

Historic Buildings Are **ESSENTIAL** to Waterloo's Character

Approximately 17,000 housing units were built prior to 1960. This represents over 57% of the housing units which now exist.

Of these 17,000 housing units, approximately 7,300 were built prior to 1940 and represents 25% of the city's housing stock.

OLD Houses often mean WELL-BUILT Houses

1/4th of the older dwellings and apartments in Waterloo were built between 1880 and 1940.

Era of high quality and affordable materials such as hardwoods for construction, plaster for walls and ceilings, and advancements in electrical lighting and coal-fired furnaces.

The majority of the dwellings built in Waterloo in these years are of frame construction and can last indefinitely as long as they are maintained and protected.

Older Houses Can Be Readily Adapted To Meet Today's Standards

The quality of Waterloo's older houses allows them to readily adapt to the needs and requirements of 21st century families.

Update

mechanical features such as electrical, plumbing and HVAC.

Weatherization

of the house to conserve energy.

Retrofitting

houses to accommodate smaller families.

Goals and Objectives

- **Enhance Rehabilitation and Preservation of Waterloo's Historic Neighborhoods**
- **Enhance Rehabilitation and Preservation of Downtown Buildings**
- **Increase Heritage Tourism in Waterloo**
- **Increase Public Awareness and Support for Historic Preservation**



The house at
526 Denver Street
reflects the problems many
neighborhoods have with
neglected properties.





**An
Urban
Homesteading
Program**
could result in
restoration and
occupancy of
vacant homes like
this in the
400 block of
Cherry Street.



310 Independence Avenue

REVOLVING FUNDS
would encourage rehabilitation in
Historic Districts or Conservation Zones

Riverfront Village

Classic
Architectural
Style,
Site-built
Construction
from
\$129,900



www.cvrld.info



Project Broker
319.231.8640

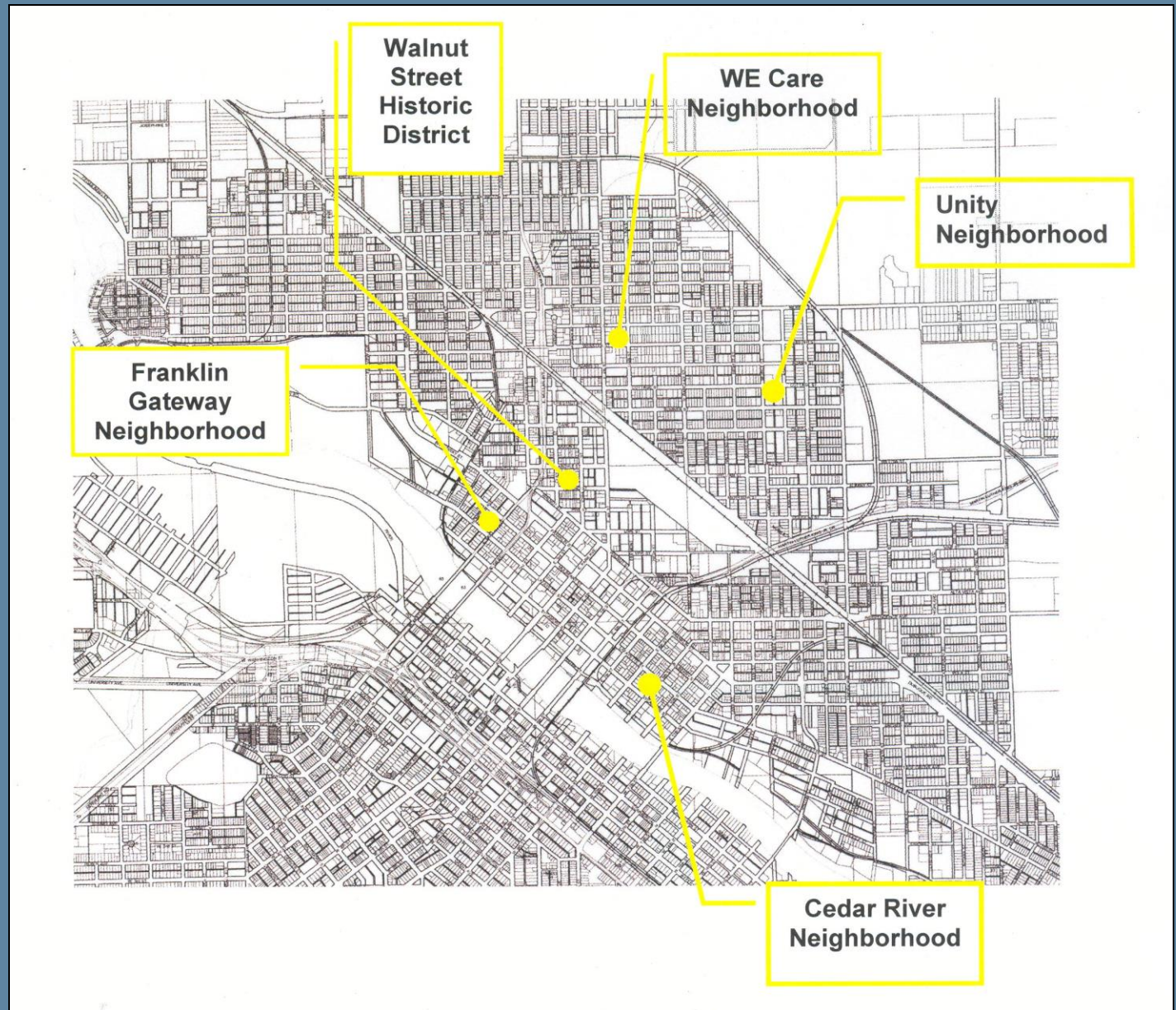
www.deedsrealestate.com

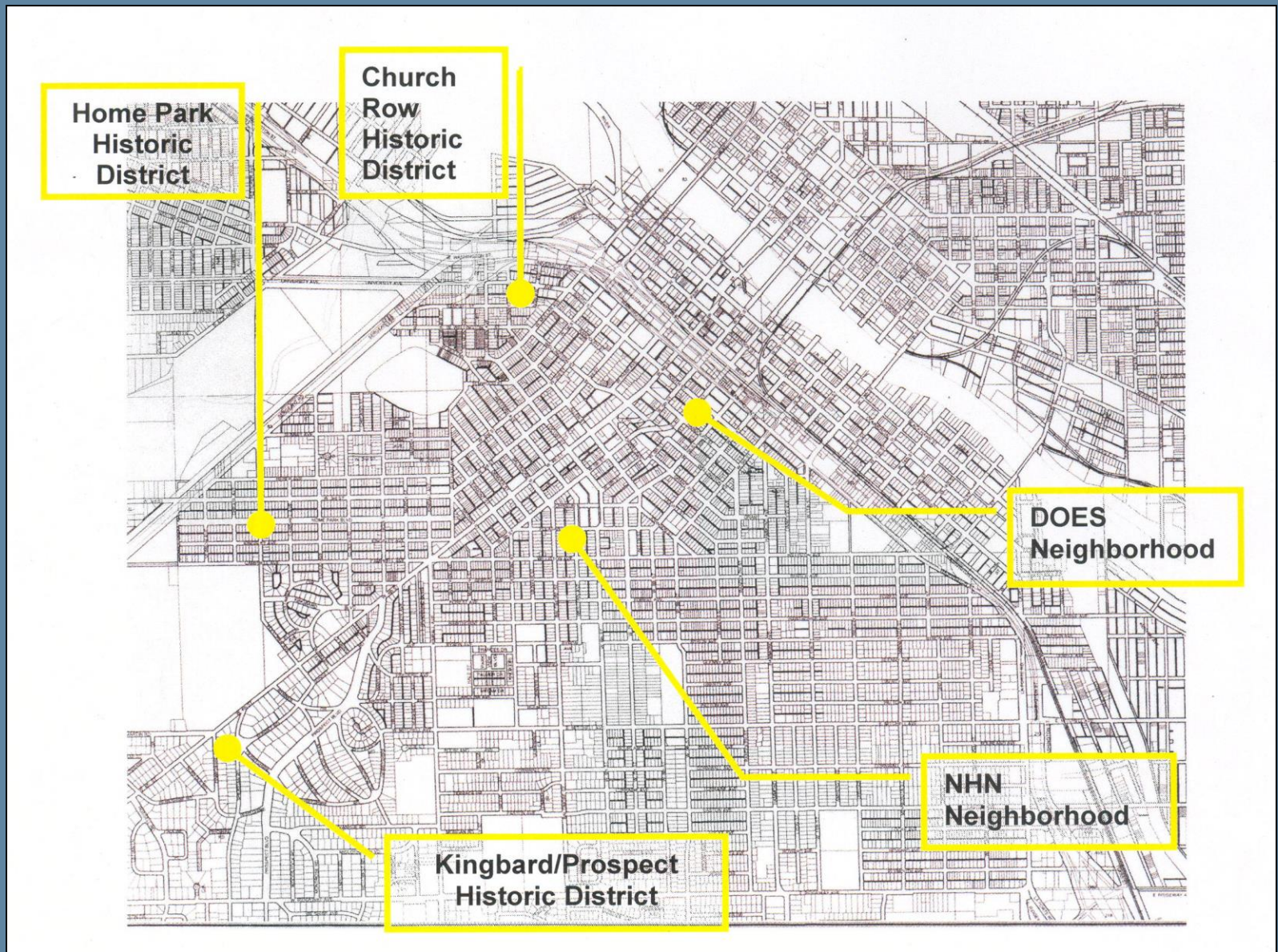
**Compatible Infill in Waterloo's historic neighborhoods
is part of overall neighborhood preservation and
revitalization.**

Conservation Zoning Overlays would require compatible new construction such as these types of designs on on E. 8th Street.



Eligible & Potentially-Eligible National Register Historic Districts - East Waterloo





**Eligible & Potentially-Eligible
National Register Historic Districts - West Waterloo**



If listed on the National Register, **TAX CREDITS** could be used to rehabilitate these properties in the 500 block of Pine Street in the Walnut Street Neighborhood.



The 1900 Block of
City View Street
is representative of the
intense construction that
took place in Waterloo in
the 1950s.

Lustron House
at
2020 W. 3rd Street.





REVISED DESIGN GUIDELINES are recommended for the Highland Historic District and any future overlay zones.

ECONOMICS

12%

Estimated reduction in value when an historic house is covered with vinyl siding.

9%

Estimated increase in value when the same house is painted instead.

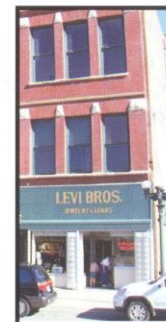
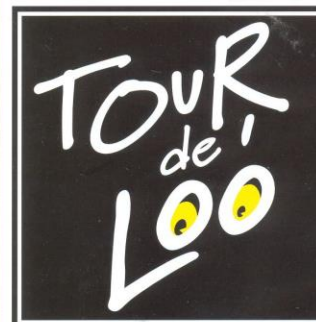
Source: Interviews with 300 real estate appraisers across the country (Bob Yapp)



**MAIN STREET WATERLOO
INVITES YOU!**

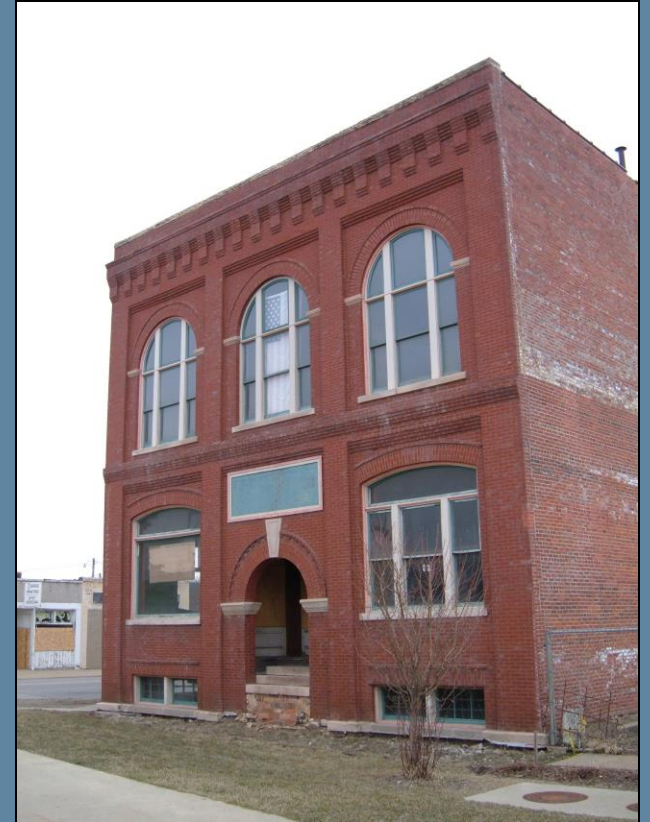
**TO TAKE A
TOUR OF
DOWNTOWN
WATERLOO**

**ON THURSDAY,
OCTOBER 20, 2005!**



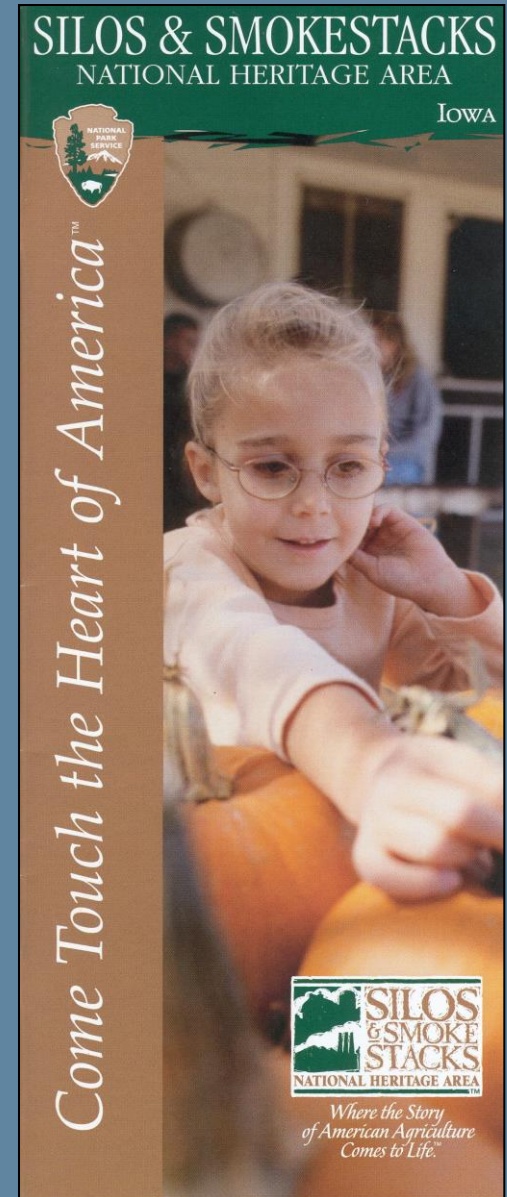


This block of Sycamore Street would be included in the proposed Waterloo Commercial Historic District.





The expansion of the Grout Museum and the Silos & Smokestacks Program are both significant enhancements to the city's **HERITAGE TOURISM** efforts.





**The Rath Packing Company
Administration Building
on Rath Street.**

HOME TOURS

can include houses already rehabilitated, houses undergoing restoration, or houses awaiting rehabilitation.



Church Row Neighborhood

2006 Awards Program at the Snowden House



Three of the recipients of the 2006 Awards Program



Realtors need information about financial incentives for
HISTORIC BUILDING REHABILITATION.





The Cedar River Bike Path connects with downtown historic sites.

ENHANCE REHABILITATION & PRESERVATION of Waterloo's Historic Neighborhoods

Reduce Abandonment and Demolition

Through an Urban Homesteading Program

Promote Rehabilitation

Through a Revolving Fund Program

Promote Building Rehabilitation

By Easing Home Occupation Standards

Promote Appropriate Rehabilitation

Through Compatible Weatherization

Provide Training for Builders and Contractors

in Historic Rehabilitation Methods and Techniques

ENHANCE REHABILITATION & PRESERVATION of Waterloo's Historic Neighborhoods

Encourage New Compatible Construction
in Waterloo's Older Neighborhoods

Adopt Conservation Zoning Provision
and Promote its Use

Revise and Expand the Publication
"Design Guidelines for Historic Buildings"

List Eligible Historic Districts
on the National Register of Historic Places

Evaluate the Significance of Properties

Built After 1950 and Identify Those That Meet National Register Criteria

ENHANCE REHABILITATION & PRESERVATION of Waterloo's Historic Neighborhoods

Complete an Architectural and Historical Survey
of Waterloo's Commercial and Industrial Buildings

Inventory and List on the National Register
Waterloo's Lustron Houses

Identify and List
Commercial and Industrial Properties Eligible for the
National Register of Historic Places

Integrate Significant Buildings
into the Redevelopment of the West Side of the Cedar River

Increase Heritage Tourism in Waterloo

Utilize Existing Programs

and Coordinate with Regional Sites

Research and Promote

Waterloo's Ethnic Heritage

Provide Visitors

with a Driving Tour of the City's Historic Industrial and
Agricultural Buildings

Stabilize and Maintain

the Rath Packing Company Administration Building
for Future Rehabilitation and Integration
into Heritage Tourism Efforts

Increase Heritage Tourism in Waterloo

Promote and Interpret
Waterloo's Historic Cemeteries

Integrate
Recreational Trails and Bike Paths with Historic Sites

Provide Visitors
with Walking and Driving Tour Brochures of the City's
Historic Neighborhoods

Encourage
Bed and Breakfast Accommodations

Increase Public Awareness and Support for Historic Preservation

Encourage and Promote Neighborhood Home Tours

Toot the Historic Preservation Commission's Horn

Continue and Expand the Annual Historic Preservation Awards Programs

Partner with the Waterloo Cedar Falls Board of Realtors to Promote Historic Preservation

Integrate the University of Northern Iowa Public History Program into Local Historic Preservation Projects

Adopt a Formal Commitment to Historic Preservation as an Essential and Fundamental Strategy for Community Development

Waterloo's quality and quantity of historic buildings should be recognized for what it is



a basic part of future economic development strategies.

REHABILITATION and REVITALIZATION
will be a key part of Waterloo's economic future.



1105 Mulberry Street



Nashville, Tennessee