



PRESERVATION LEAGUE  
OF NEW YORK STATE  
44 CENTRAL AVENUE  
ALBANY, NY 12206

## ENHANCING MAIN STREET: Making Upper Floors Work Again

# ENHANCING MAIN STREET: Making Upper Floors Work Again

Thursday, October 29, 2009  
8:30 AM – 3:30 PM

Genesee River Reception Center  
134 North Main Street, Mt. Morris, NY



### About the Preservation League

*The Preservation League of New York State is dedicated to the protection of New York's diverse and rich heritage of historic buildings, districts, and landscapes.*

*It actively encourages historic preservation by public and private organizations, agencies, and individuals in communities throughout New York State and provides the united voice for historic preservation.*

For more information, visit  
[www.preservenys.org](http://www.preservenys.org)

## SPONSORS

### Presented by

Preservation League of New York State

### Sponsored by

Livingston County Development Corporation

Alliance for Business Growth

Empire State Development Corporation

Wyoming County Business Center

### Co-sponsored by

Association of Village Boards of Livingston County

Livingston County Planning Department

Wyoming County Planning and Development

### For directions, visit

[www.geneseeriverrestaurant.com](http://www.geneseeriverrestaurant.com)

# DOWNTOWNS

throughout New York State are characterized by two-to five-story buildings constructed in the 19<sup>th</sup> and early 20<sup>th</sup> centuries.

These commercial rows have endured changing uses and economies and with timely care, they can last for centuries.

Many boast special details – from cast iron storefronts to brick cornices – and some buildings are designated landmarks.

While street-level businesses may catch our attention first, the upper floors are also integral to the buildings. However, vacant upper stories present challenges for reuse.

**At this workshop, you will learn from experts in the field about imaginative strategies employed in New York State communities for bringing upper floors back to active and productive use.**

The day-long program will address design, building code and financial strategies essential to downtown revitalization projects.

# SCHEDULE

8:30-9:00 am	<b>Registration and Check-in</b>
9:00-9:15 am	<b>Welcome and Introduction</b> Tania Werbizky, Regional Director, Technical and Grant Programs Preservation League of New York State  Richard Hatheway, President Association of Village Boards of Livingston County  Louise Wadsworth, Livingston Co. Development Corp. Director, Alliance for Business Growth
9:15-9:45 am	<b>Main Street Revitalization: Why it Matters</b> Clinton Brown, President and Architect Clinton Brown Company/ReBuild
9:45-11:15 am	<b>Sources and Strategies: Funding for Downtown Conversion Projects in Historic Buildings</b> Murray Gould, Development Consultant Port City Preservation, LLC
11:15-12:00 noon	<b>The New York Main Street Grant Program</b> Christian Leo, Program Director NYS Division of Housing and Community Renewal
12:00-12:45 pm	<b>Lunch</b>
1:00-1:45 pm	<b>Getting Those Tax Credits: Design and Review Considerations</b> Andrea Rebeck, Preservation Architect
1:45-2:00 pm	<b>Break</b>
2:00-2:45 pm	<b>Living on Main Street</b> Elise Johnson-Schmidt, Architect Johnson-Schmidt and Associates, Architects
2:45-3:15 pm	<b>Making Upper Floors Work Financially: Mixed Use in Medina</b> Clinton Brown
3:15-3:30 pm	<b>Concluding Remarks</b> Tania Werbizky

# RSVP

**Cost of presentation is \$20.00 and includes lunch and materials.**

Seating is limited, please register by **Thursday, October 22.**

Make check payable to **Livingston Co. Development Corp.** and mail to:

Alliance for Business Growth  
202 Holcomb Building  
Geneseo, NY 14454  
Ph. 585-245-5048  
alliance@geneseo.edu

*Sorry, no refunds can be offered for cancellations made after October 26, 2009.*

**NAME** .....

**TITLE** .....

**ORGANIZATION** .....

**ADDRESS** .....

**CITY/STATE/ZIP** .....

**PHONE** .....

**EMAIL** .....