

## IV. RECOMMENDATIONS: **Preservation Education**

Preservation education and awareness are key to any successful historic preservation program, and these efforts must be ongoing and continuous. They must also target different audiences: adults, children, homeowners, business owners, developers, politicians, students, and tourists to mention just a few. Obviously, the preservation message must be presented in a variety of forms, in a myriad of ways, and over time to reach such a large and changing audience. Preservation education is a far reaching goal and one that is intertwined with all the other Preservation Commission's goals. It is the most important goal and one which will affect generations to come.

The following is a brief summary of education activities undertaken by other preservation commissions or not-for-profit groups. Some of these activities have been done by the Carbondale Preservation Commission in the past, but need to be updated and presented in a consistent manner. The key to success in implementing these programs is involving volunteers. Volunteers can come from all sectors: teachers, librarians, students, civic groups, church groups, scout troops, social service groups, contractors, unions, senior citizen volunteers, and even court-ordered public service workers.

### **Contests and Articles**

#### ***Photograph Contest***

*ArchiTreasures* is a time-tested photograph contest that may be conducted in connection with National Historic Preservation Week, which is held the third week in May. A series of building details (the more obscure the better) is published in the local newspaper one week and is followed one or two weeks later by the answers. Using specific building categories, like designated landmarks, public buildings, schools, churches, Southern Illinois University buildings, etc., can help relate the contest to the theme of Historic Preservation Week. First, second, and third place prizes are awarded with ties broken by a random drawing. Prizes are usually associated with historic preservation or architecture such as framed graphics/photographs, relevant history/ architecture books, or even a stay at a nearby historic bed and breakfast. *ArchiTreasures* could be developed and sponsored by the Commission with *The Southern Illinoisan* or the *Carbondale Times* as a co-sponsor.

#### ***Game/Quiz Contest***

Related to the *ArchiTreasures* idea is a bi-monthly game or quiz that would run in the *Carbondale Communique* and could be sponsored by the Preservation Commission. In each issue there would be a question associated with either preservation, "What is a CLG and is it important?"; architecture, "What is a roof cricket and should you call an exterminator?"; or history, "Streetlights were first installed in Carbondale in what year?" The answers could be published elsewhere in the issue.

### ***Publish Articles***

Similarly, a more detailed article could be written highlighting either a specific architectural style or building type found in Carbondale with an accompanying photograph, or the article could summarize the history/significance of a designated or potential landmark. If a particular area is under consideration for local designation, then buildings or historic people or facts about that area could be featured in the article in order to acquaint the entire City with the reasons why that area is being considered for designation. Historic photographs from the Photographic Archives maintained by the Commission could also be a source of articles and would widely publicize that program. Carbondale's 150<sup>th</sup> anniversary offers an opportunity to focus on the growth and development of the town as a whole. Focusing an article on each decade with historic facts, interesting historic figures, and illustrated with historic buildings (extant and lost) would impress upon people the history of Carbondale and the mission of the Carbondale Preservation Commission to protect the City's historic resources.

The Preservation Commission should also create simple "Fact Sheets" for buildings which are open to the public and which have been documented through surveys or other research. These fact sheets could then be available at the building to explain its history and importance to the public. Copies should also be given to the owner to increase his/her awareness of the significance of their property.

### **Special Events**

Special events can be time consuming, but they reach large numbers of people quickly and effectively, often reaching out into the community to attract new people. In 1994, the Commission participated in the Founders Day Celebration with a walking tour of Town Square and an information booth. Carbondale now has an annual event sponsored by Carbondale Main Street, the "Pig Out," that has proven successful in attracting residents and students to the downtown. The Preservation Commission can "piggy back" on this event by sponsoring an information booth with a historic building display and handouts about the Commission, tour brochures, and general preservation literature and/or by sponsoring walking, tram, or wagon tours during the event. Carbondale's 150<sup>th</sup> anniversary will be celebrated in 2002, and events planned for this celebration will offer great venues for promoting historic preservation in Carbondale. (See related topics below.)

The Commission, however, should not just focus on Downtown. This is an ideal time to relate the growth and development of the City to its historic neighborhoods and educate area residents as to the significance of the streets where they live.

### ***Thematic Tours***

One popular tour theme used in some communities is based on tours which access spaces in historic buildings which are normally not viewed by the public. People love to snoop. Using "Hidden" or "Unseen" in the tour title, such tours have included unused historic meeting halls, basements, artists' studios, or even private office spaces which are not commonly visited. Other theme's are church sanctuaries, outdoor sculpture, stained glass windows, and haunted sites.

Additionally, the Preservation Commission should conduct walking tours of the Southern Illinois University campus when the university is in session. Noteworthy interiors of buildings should be included as part of the tour, or a separate tour of “special” campus interiors could be developed. A self-guided walking tour of campus could also be produced.

### ***Kids’ Building Fair***

The Kids’ Building Fair allows kids of all ages, with the target group being grade school, to do various building trades and professional crafts that are associated with rehabilitation of historic buildings. This is an outdoor “hands-on” activity held in a public parking lot or park. The kids do carpentry, painting, tile setting, masonry, plumbing, decorative plastering, and stenciling among other things. Volunteer contractors supervise their respective “booths” while the kids and their parents try their hand at the different trades. Most supplies and materials are donated by local businesses, and the kids take home their projects, so clean up is fairly easy. Organization involves finding the contractors/craftsmen willing to help and collecting supplies. Publicity is conducted through posters, newspaper articles, and flyers sent home with grade school children. This is a good activity to involve scout troops and high school clubs, adult service groups, unions, and independent contractors.

### ***Old House Fair***

An Old House Fair is a day-long or weekend activity in which the focus of the event is on old house history and maintenance. Information booths are staffed by area professionals or contractors with expertise in the repair and maintenance of historic buildings. Demonstrations on window repair or the safe removal of lead-based paint could also be given. Due to the smaller size of Carbondale, this event might be best organized as a regional activity focusing on the southern tip of Illinois with coordination through regional convention and tourism bureaus. This would be an ideal venue for a design charrette for a specific building (commercial or residential) or streetscape in need of renovation and would highlight Carbondale’s *Architectural Preservation Guidelines*. Students from Southern Illinois University or Southeast Missouri State could be involved. Often the fairs are coordinated with area colleges or historic sites who sponsor talks/workshops on related topics such as the history of bungalows, the Arts and Crafts design movement, 20<sup>th</sup> century period revivals, or recognizing future landmarks/modern architecture. If the budget allows, well-known guest speakers such as Bob Yapp or Norm Abrams of the public television “how-to” shows are invited. The Illinois Historic Preservation Agency has been involved in a number of Old House Fairs in recent years, both as a participant and a sponsor.

### ***Plaque and Award Programs***

In 1992, the Preservation Commission established a plaque program for properties designated as Carbondale Landmarks. As of April, 2002, eight plaques had been distributed. A plaque/marker program is a good way to increase the visibility of local landmarks and to acquaint the community about the landmark program. The Commission should continue the plaque program and perhaps expand it to include National Register-listed properties. Presentation of the plaques should be done at special ceremonies or at City Council meetings, possibly during National Historic Preservation Week. District designations could be honored with banners or special street signs that denote the listing of the district as a local or National Register historic district or as a neighborhood preservation district.

Furthermore, the Commission should consider establishing an awards program that honors local preservation projects. Different categories of awards could be created for a range of projects and for either commercial, residential, or institutional buildings. Projects could be large, like the restoration of a building or exterior, or small, such as the removal of artificial siding and/or painting in an appropriate historic color scheme. Again, the awards should be presented at a special ceremony and publicized in the *Carbondale Communique* and local newspapers. In honoring preservation projects, the Commission recognizes the work expended by individuals to preserve a historic resource for the community. The projects also serve as an example to Carbondale of the value of preserving the built environment.

## **Exhibits/Media**

### ***Permanent Informational Exhibit***

The Preservation Commission should establish a permanent informational exhibit that can be displayed in the library or City Hall during National Historic Preservation Week, at various festivals, at the Farmer's Market, in storefront window space, and in the shopping mall. Divided into different sections or topics, the exhibit should focus on the following topics: the purpose/ mission of the Preservation Commission; Commission activities such as tours, brochures, survey, and the Photographic Archives Program; locally-designated landmarks and the landmarking procedure; properties listed on the National Register of Historic Places; the *Master List of Historic and Architecturally Significant Properties*; lost Carbondale buildings; endangered resources; and design guidelines. If planned thoughtfully, the Commission should be able to use all or only sections of the display at different venues depending on the theme of the event or the available space. The exhibit should be highly image oriented, with few words, since pictures and photographs grab people's interest and can be supplemented by the Commission's existing brochures. It should also be designed as a stand-alone display that does not necessarily need to be attended by an individual, but can be left in place over a long period of time.

A mini-display of photographic cut-outs of designated landmarks mounted on foam core with accompanying historic and landmark information is an easy-to-do exhibit that can be used in small display cases found in the library, City Hall, area churches, and schools.

### ***Slide Show Presentation***

Slide presentations on existing and potential landmarks, architectural design guidelines, and the history of Carbondale should be developed. These presentations should be annotated or be accompanied by a written "script" so that any commissioner or staff person could easily make the presentation. They also need to be reviewed and modified every two years. Once developed, these slide presentations should be marketed to civic and service clubs (Rotary, Lions, Kiwanis, etc.), to social and church groups, neighborhood associations, and other organizations.

### ***Web Site***

The exhibit information should also be included on the City of Carbondale's Internet web site specifically referencing the work and activities of the Carbondale Preservation Commission. The City's Internet address should be noted on all brochures and informational packets. A calendar of preservation activities should be included on the web site, as well as a listing of commission meeting dates. Posting of the minutes of the last Commission meeting should be considered. Interested parties should also be able to download local landmark nomination forms and procedures. Contact information on the commissioners and staff is important, as are links to related preservation sites and resources.

### **Publications**

The Carbondale Preservation Commission has produced a number of well-designed publications over the years, focusing mainly on walking tours and landmarking information, although an architectural guidelines manual was produced in 1996. Increasing the availability of these publications would increase the visibility of the Commission. Locations could include Downtown businesses, University Mall, and the Carbondale Public Library. However, many Illinois communities have branched out from these standard small products to engage different segments of their preservation constituency with entertaining publications such as those listed below. While the production of these publications is time consuming, if done well, they have a long "shelf life" and continue their purpose of educating the public about historic preservation.

#### ***Cookbook***

One common publication used by different groups is a cookbook. If sponsored by the Preservation Commission, the book could use both modern and historic recipes. Interspersed within the book could be historic vignettes about people and places within the community with perhaps each section of the book (appetizers, main dishes, desserts, soups and salads, etc.) focusing on a different historic neighborhood of Carbondale. Photographs or line drawings of historic resources within the community should illustrate the book. The Commission should consider working with an already established area service group to produce this publication, thus both educating the service group in the work of the Commission and the historic resources of the City and increasing the marketability of the cookbook.

#### ***Calendars***

Calendars that are illustrated with historic buildings are an important marketing tool. Historic information about the featured building or site is essential. This is a place for publicizing both local landmarks and potential landmarks and drawing attention to their historic and/or architectural significance. Information about listing potential landmarks should be included. Calendars could be theme oriented (historic transportation buildings, schools, churches, interiors) or focus on a specific neighborhood or area that is being considered for district nomination. Free distribution of the calendars to the targeted audience would help publicize the importance of their buildings to the owners or residents of the area. Since Carbondale Main Street produced a perpetual calendar in 2000, that is illustrated with historic Downtown buildings and includes notations about historic dates, the Commission should focus its efforts on calendars with different topics or themes.

## ***Other Publications***

A “How to Research Your Old House” brochure is an important research tool that the Commission should consider developing. Such a brochure would help individuals, who are interested in the history of their house or building, learn investigative techniques for finding out when their building was built and who were its original and subsequent owners. Resources such as city directories, Sanborn Fire Insurance Maps, courthouse records, and local history books should be explained. The Carbondale Public Library would be a good co-sponsor for this publication and for a “hands-on” research workshop held in conjunction with the publication of the brochure. By providing the tools for individuals to research and appreciate their historic properties, more local nominations might be forthcoming.

Long range publications could include a “Lost Carbondale” volume, publication of annotated Photographic Archive material, or a book of historic Carbondale post cards. These works would take time to produce and would need a committee of dedicated volunteers. However, once published, they would continue to educate Carbondale citizens about the community’s historic resources of the past and present.

## **School Programs**

The youth of Carbondale are key to the future of historic preservation in Carbondale. By educating the children of Carbondale about the history and resources of their community, the past of Carbondale has a future. The key to many of the following school programs is interested teachers. Holding an introductory workshop about historic preservation and the work of the Preservation Commission is one way to engage the teachers; offering prepared lesson plans and helping tailor them to Carbondale is another. A number of national organizations have established educational programs aimed at students of all grade levels. Many have already developed lesson plans that can be used as-is, or easily adapted to local situations. The following are a few of the available programs, although many more can be located via the Internet.

National Park Service: “Teaching with Historic Places,” <http://www.cr.nps.gov/twhp/home.html>

National Trust for Historic Preservation: “Trusty’s Kids Corner,” <http://www.nationaltrust.org>

American Planning Association: “Box City” and “Walk Around the Block,” <http://www.planning.org>

National Building Museum: “Education Program,” [www.nbm.org](http://www.nbm.org)

The Heritage Education Network (THEN), Center for Historic Preservation: “Heritage Education,” <http://www.mtsu.edu/~chankins/THEN>

### ***Children's Walking Tours***

The Carbondale Preservation Commission has conducted tours of the Town Square and Woodlawn Cemetery for grade school students in the past. These tours have been well received by the students and their teachers and can form the basis of a Carbondale preservation curriculum. However, the program needs to be expanded into the neighborhoods where the children reside and/or go to school. In this way, historic preservation relates directly to their daily experience and is not delegated to “downtown” or “that old cemetery.”

An example of how historic preservation can be integrated into the required curriculum is a project conceived and executed at Leal Grade School in Urbana, Illinois. Two team teachers of the third and fourth graders received a small grant for developing an architecture project. Their pupils researched, wrote, and published a booklet entitled, *Children, Architecture, and History: A Child's Walking Tour Guide of Urbana*. The class took architecture walks of the neighborhood around their school, had architects come to speak to their class, studied vocabulary, and completed archival research. For a selection of buildings, the students prepared a short history, a written architectural description, and a free-hand sketch of each building. Their work was subsequently published. The students learned about and gained an appreciation for architecture and preservation of historic sites, and they shared their knowledge with their parents on field trips and through slide shows. The project involved original research, architectural descriptions, summarizing, dictionary work, alphabetizing, art work, proofreading, conferencing, and critiquing copy for accuracy, content, meaning, and style. It also met the state requirement for a local history curriculum.

### ***Children's Preservation Workshop***

Fifth and sixth grade school children are introduced to historic preservation in a program sponsored by the Old House Society of Bloomington-Normal. The two-day workshop consists of an architectural slide show, handouts, and a look at a “mystery board” of skeleton keys, door knobs, and moldings on the first day, while a walking tour of the school's neighborhood challenges the students to match architectural details with addresses through the use of pictorial cards. Usually the program is conducted by an Old House Society volunteer, but lesson plans are provided if a teacher wishes to do the project alone.

Grade school children should not be the only target of educational programs on architecture and preservation. High school students should also be invited to participate in various Commission education efforts through school or scout projects or individually. Students could help research, write, and conduct walking tours, for example. Other students may be capable of writing local nominations. The Commission should also encourage the development of a community college preservation or architecture course for John A. Logan College.

## **Continuing Preservation Education**

Every commission needs a continuous education program. The Preservation Commission should implement a training program for both individual commissioners, especially those new to the commission, and for the commission as a whole. This training could initially focus on proper procedures for conducting public meetings and official public hearings. A second topic could be interpreting Carbondale's *Architectural Preservation Guidelines* and/or the *Secretary of the Interior's Standards for Rehabilitation*. Additional topics could be architectural styles and vernacular building types, legal issues in preservation, or financial incentives available to preservation projects. The Illinois Association of Historic Preservation Commissions sponsors workshops on various issues important to the work of local preservation commissions at the annual state-wide preservation conference, which is held in September. The Preservation Commission should continue to send representatives to these workshops as well as to other preservation, planning, or history conferences with relevant topics. The National Trust for Historic Preservation and the American Planning Association hold national conferences that also might prove beneficial.

## **Community Networking**

Preservation education and awareness is an ongoing mission of the Preservation Commission. However, a Commission composed of nine members, no matter how dedicated, cannot educate an entire community themselves. Networking with other interested people and groups within the community is essential for the long-term success of historic preservation in Carbondale. An existing preservation partner is Carbondale Main Street, with which the Preservation Commission already has an excellent working relationship. (See Section IV. *Recommendations: Main Street Program/Downtown Carbondale* for additional information.) Neighborhood associations; local or county-wide historical societies; and peripheral history-related groups, such as old train enthusiasts or antique collectors, are some organizations that initially may be interested in working with the Preservation Commission. Ultimately, a local not-for-profit advocacy organization should be formed to further promote historic preservation in Carbondale. The responsibility for forming such an organization may be out of the purview of the Preservation Commission, but the help, knowledge, and encouragement of Commission members will be vital to the formation of such a group.

### ***Formation of an Advocacy Organization***

A local advocacy organization should be formed as a not-for-profit group under federal Internal Revenue Service regulations pertaining to 501(c)3 organizations, and be registered as a non-profit group with the Illinois Attorney General's Office. This status allows any donations and/or membership dues to be tax deductible to the extent allowable by law. The group may also be eligible for grants from various government programs or foundations for certain types of projects. Information on forming a non-profit organization is available from the Attorney General's Office and the Internal Revenue Service. This advocacy organization should partner with the Preservation Commission in the many educational actions outlined in this Plan. Another important role for the group will be its ability to lobby on behalf of preservation issues and causes before the City Council and with individual Council members. This is an important aspect of preservation education that is perhaps best performed by an independent citizens' group, rather than members of the

Preservation Commission. In any case, a close relationship between the non-profit organization and the Preservation Commission should be developed and nurtured.

### ***Other Associations***

Networks among other groups in Carbondale should also be formed. Southern Illinois University is an obvious association that needs to be developed. Preservation programs, like the National Register of Historic Places and federal and state review and compliance requirements, need to be explained to the University. To this end, the Preservation Commission should consider the formation of a sub-committee that includes members of the Commission and representatives from the University. This sub-committee could address historic preservation issues on campus, such as the designation of eligible buildings/districts to the National Register or as local landmarks and the implementation of the federal "Section 106" and Illinois "state law 707" review processes for campus projects. Additionally, this sub-committee could develop a campus walking tour and explore the feasibility of having relevant University departments collaborate with the Commission on preservation projects. The University's impact on other community preservation issues, particularly multi-family conversions of single family residences and student off-campus housing, could also be a focus of this sub-committee.

Additional contacts should be made with property owners, realtors, investors, contractors, developers, etc., who have an interest in historic properties and who can assist in the marketing, acquisition, and/or appropriate rehabilitation of historic resources. These contacts can be made through Commission slide presentations to professional associations or by inviting these groups and individuals to relevant preservation workshops.

### ***Recommendations***

- The Preservation Commission should establish an ongoing publicity campaign that highlights the historic resources of Carbondale and the work of the Commission. This effort should include, but not be limited to, the following: photograph contests, such as *ArchiTreasures*; quizzes or games that focus on historic preservation terms and/or topics; informational articles on specific architectural styles, historic buildings, or archival photographs; and building "Fact Sheets."
- The Preservation Commission should regularly conduct tours of specific historic neighborhoods, or areas of the City, to focus attention on these locations. Additional thematic tours should be considered to highlight the unusual or unique assets of the community. These tours could include campus buildings, hidden or private spaces, church sanctuaries, outdoor sculpture, stained glass windows, or haunted sites.
- The Preservation Commission should periodically (co-)sponsor special events to increase public knowledge about historic preservation, to extol the historic resources of Carbondale, and to help develop a preservation constituency. The Commission should partner with Carbondale Main Street on their established event, the "Pig Out," or develop new events, such as a Kids' Building Fair or an Old House Fair.
- The Preservation Commission should develop various media presentations that publicize the work of the Commission and the landmarking process. Such presentations should

include, but not be limited to, a portable informational exhibit, slide shows, and an Internet web site.

- The Preservation Commission should expand its work with school groups and help develop appropriate preservation curricula for various grade levels. The Commission, with help from local educators, should develop lesson plans tailored to Carbondale's historic architecture. Tours conducted by Commission members should continue, but the tours should be broadened to include neighborhoods. Students should also be involved in the research, writing, and conducting of the tours.
- The Preservation Commission should continue their publication program and revise their existing brochures periodically. Wider distribution of the brochures should also be considered. The Commission should also develop additional publications that promote the historic resources of Carbondale. These publications should include, but not be limited to, the following: historic and/or "lost" buildings, cookbooks, calendars, and historic postcards.
- The Preservation Commission should encourage the formation of a local not-for-profit preservation advocacy organization to further promote historic preservation in Carbondale through individual/community involvement.
- The Preservation Commission should participate in continuing preservation education and implement a program of commissioner training including, but not limited to, conducting public meetings and interpreting design guidelines.
- The Preservation Commission should develop a list of property owners, realtors, investors, contractors, developers, etc., who have an interest in historic properties and who can assist in the marketing, acquisition, and/or appropriate rehabilitation of historic resources.
- The Preservation Commission should develop a sub-committee of commission members and representatives of Southern Illinois University to address historic preservation issues on campus and in the community in general.
- The Preservation Commission should expand its plaque program and develop an awards program. The awards program should recognize property improvements throughout the year for such projects as repainting, artificial siding removal, etc. The plaque program should recognize National Register and locally-listed properties and districts.
- The Preservation Commission should encourage the development of a community college preservation course for John A. Logan College.