

# GREENING MAIN STREET: Resources from the National Trust for Historic Preservation

## Online Tools

### ***Sustainability Issue Page***

Link to a variety of new resources that are continually being updated, from historic building summer weatherization tips to case studies and news. <http://www.preservationnation.org/issues/sustainability/>

### ***Weatherization Guide***

We can make our older and historic buildings more energy efficient without jeopardizing their unique character. Learn more technical information about maintaining and updating your mechanical systems, insulation, windows, and roofing, as well as get information about energy audits and sustainability tips for your region of the country. <http://www.preservationnation.org/issues/weatherization/>

### ***Solar Panels Guide***

Preservationists and advocates of solar power across the country are now asking questions about when and how solar panels should be installed on historic buildings, all while also preserving historic integrity and causing no harm. There are no easy answers, and often it is a case-by-case issue. This webpage offers background information, guideline examples, case studies, and national resources for more information.

<http://www.preservationnation.org/issues/sustainability/solar-panels/>

## Main Street Journal Articles

Read our three annual Green Issues online of Main Street Now and check our website often for new online and journal articles on this and other topics:

- April 2009 – features include greening downtown buildings, greening downtown businesses, LEED for Neighborhood Development, a case study on eco-Andersonville (a business certification program), greening public spaces, and a case study of a green rehab that addressed the 3 Ps (People Planet Prosperity). <http://www.preservationnation.org/main-street/main-street-news/2009/04/>
- March/April 2010 – features include community-owned businesses; two Iowa case studies of a district-wide energy system and a green streetscape. <http://www.preservationnation.org/main-street/main-street-now/2010/marchapril-/>
- May/June 2011 – features planning and sustainability on Main Street, the story of holistic community development in Franklin, TN, a national green case study round up, a case study on a business in Texas that is a model green business, tips for greening downtown businesses from a retailing expert, and more. [www.mainstreet.org](http://www.mainstreet.org)

*Port Townsend: Old city hall gets support from new annex*, by Andrea L. Dono, Main Street News, November 2006. When the City of Port Townsend (Wash.) out grew the office space in

the 114-year old City Hall that it had been occupying, it worked in partnership with the community and the local historical society to rehab it as well as build an annex to accommodate their increased demand for space. The final project, which incorporated sustainable design concepts and sensitive infill architecture, earned a LEED Silver Rating for the annex.

<http://www.preservationnation.org/main-street/main-street-news/2006/11/port-townsend.html>

*Keep it Simple: It IS Easy Being Green* By Kathryn Bohri, *Main Street News*, April 22, 2011 – a short article on some quick tips and the connection between sustainability and Main Street revitalization. <http://www.preservationnation.org/main-street/main-street-news/story-of-the-week/2011/keep-it-simple-it-is-easy.html>

*Partnering for Sustainable Communities*, by Doug Loescher, *Main Street News*, September 22, 2010 – discusses the HUD, EPA, DOT partnership and their six livability principles. [www.preservationnation.org/main-street/main-street-news/story-of-the-week/2010/partnering-for-sustainable.html](http://www.preservationnation.org/main-street/main-street-news/story-of-the-week/2010/partnering-for-sustainable.html)

*Beyond Farmers' Markets: Building Local Food Systems*, by Dan Carmody, *Main Street Now*, May/June 2010 (for Main Street Network Members Only). Communities of all sizes are dealing with food deserts: absences of grocery stores, farmers markets, or other sources of fresh food. To address this health concern and to stimulate the local economy, revitalization programs are well poised to change area food systems – learn how Eastern Market is doing it and learn the basic concepts behind sustainable food systems.

<http://www.preservationnation.org/main-street/main-street-now/2010/mayjune/members-only/beyond-farmers-markets.html>

## Main Street Social Media

Follow the National Trust Main Street Center on Facebook and on Twitter (@NatlMainStreet). Daily posts include revitalization and preservation news, sustainability resources and tips, grant announcements, case studies and examples, small business assistance help and more. If you don't use social media, you can find a Facebook box at the bottom of our website [www.mainstreet.org](http://www.mainstreet.org) to get the same information.

## PreservationBooks

*Developing Sustainability Guidelines for Historic Districts* by: Noré V. Winter (Main Street members \$7.50). This publication gives you all the guidance you need to green your design guidelines – by editing existing language to accommodate sustainability concepts as well as updating the content to address new green issues. <http://www.preservationbooks.org/Bookstore.asp?Item=1399>

*Revitalizing Main Streets: A Practitioner's Guide to Comprehensive Commercial District Revitalization*, edited by Andrea L. Dono. (MS Members \$37.50) – this must-have publication gives you an A-Z explanation of Main Street revitalization work and has a chapter on sustainability. <http://www.preservationbooks.org/Bookstore.asp?Item=1361>

## GREENING MAIN STREET: Resources in the Commonwealth of Virginia

Reduce your organization or business's environmental impact while saving money and increasing social sustainability through the following incentive programs:

### TOURISM



A partnership between the Virginia Tourism Corporation, the Virginia Hospitality and Tourism Association and the Virginia Department of Environmental Quality, Virginia Green is a statewide network of tourism-related organizations and programs that seek to reduce the environmental impacts of tourism and raise environmental awareness in Virginia. In addition to offering "green" travel tips, businesses and organizations can apply for free membership if they address the core activities for their sector and are added to the Virginia Green searchable online database.

For more information go to: [www.Virginia.org/green](http://www.Virginia.org/green) or email: [viriniagreen@deq.virginia.gov](mailto:viriniagreen@deq.virginia.gov)

### ENERGY

#### *Energy Calculators*

Do you have questions about the energy efficiency of your home or business? The NOVEC Home Energy Library and Energy Efficiency Calculators are a great resource for showing how small changes can add up to big savings for businesses and private residences alike. To use this free, interactive online resource center, go to: <http://c03.apogee.net/clients/?hostheader=novec&utilityid=novec>



In an effort to support the renewable energy industry and encourage growth of the environmentally friendly power generation, the NOVEC energy company will purchase Renewable Energy Credits on behalf of customers for a fee that is added to your monthly electricity bill. For more information on this program go to: [www.novec.com/Customer\\_Services/RECs.cfm](http://www.novec.com/Customer_Services/RECs.cfm)



Dominion Power company offers several residential and business energy savings program designed to lower energy bills and conserve power through upgrading HVAC and lighting systems and their Smart Cooling program. Dominion also offers consumer the opportunity buy purchase Green-e Energy as well as renewable energy certificates

(RECs) from renewable energy facilities. For more information go to: <http://www.dom.com/dominion-virginia-power/customer-service/energy-conservation/ec-programs.jsp>



Columbia Gas of Virginia's Warm Wise Residential and Business Program offer free evaluations of residential properties to show where energy can be saved and distribute free energy retrofit kits. There are also opportunities for cash-back rebates for residents who invest in certain energy-saving upgrades and businesses that make

qualifying purchases on energy saving equipment. For more information go to: <http://www.columbiagasva.com/en/energy-conservation/residential-customers.aspx>

## STATE TAX INCENTIVES



### ***Biodiesel Fuels Credit***

A state tax credit of up to \$5,000 annually for Virginia biodiesel and green diesel fuel producers who produce up to two million gallons of fuel per year. For more information go to:

<http://www.tax.virginia.gov/site.cfm?alias=TaxCredit#biodieselfuelscredit>

### ***Recyclable Materials Processing Equipment and Alternative Recycling Credit***

A state income tax credit for purchases of equipment that can produce tangible personal property items from recyclable materials. For more information go to:

[http://www.tax.virginia.gov/site.cfm?alias=TaxCredit#Recyclable\\_Materials\\_Processing\\_Equipment\\_And\\_Alternative\\_Recycling\\_Credit](http://www.tax.virginia.gov/site.cfm?alias=TaxCredit#Recyclable_Materials_Processing_Equipment_And_Alternative_Recycling_Credit)

### ***State Rehabilitation Tax Credit***

The Virginia Rehabilitation tax credit is good for 25% of eligible rehabilitation expenses made on certified historic structures. In some cases, taxpayers can qualify for both state and federal rehabilitation tax credit programs, allowing them to claim credits of 45% of their eligible rehabilitation expenses. For more information go to: [http://www.dhr.virginia.gov/tax\\_credits/tax\\_credit.htm](http://www.dhr.virginia.gov/tax_credits/tax_credit.htm)

### ***Livable Homes Tax Credit***

The Livable Homes Tax Credit provides up to \$2,000 for the purchase of new units or retrofit of existing housing units towards the cost of purchase or retrofit. For more information go to:

[http://www.dhcd.virginia.gov/HousingPreservationRehabilitation/Tax\\_credit\\_program.htm](http://www.dhcd.virginia.gov/HousingPreservationRehabilitation/Tax_credit_program.htm)

# GREENING MAIN STREET: National & State Organizations

## State Main Street Program Resources

### ***Main Street Iowa Resources***

Main Street Iowa has provided some of the best sustainability leadership in the Main Street Movement. There are a variety of online guides and resources that can help any Main Street make progress in greening their downtowns. On this website you will find an extensive guide for greening Main Streets (stormwater management, energy-efficient lighting, district energy systems, wayfinding, and more), a pamphlet on Complete Streets, and a guide for creating energy-efficient Main Streets.

<http://www.iowalifechanging.com/community/mainstreetiowa/default.aspx>

### ***Maryland Main Street Resources***

Maryland Main Street Iowa has published an online guide for historic downtowns to use when they are getting started in thinking about sustainability. The guide provides dozens of areas in which a Main Street program can get involved and gives short case study examples of local communities who are already engaged in that type of work. From street trees, to better buildings, to recycling to pocket parks - this pub can help you get started.

<http://www.green.maryland.gov/greendowntown/>

### ***Green Downtowns – Maine Downtown Center***

The Main Street program in Maine also provides some links and offers 8 principles of green downtowns. [http://www.mdf.org/mdc\\_green\\_downtowns.php](http://www.mdf.org/mdc_green_downtowns.php)

## Sustainable Jersey – Green Municipality Certification Program



Sustainable Jersey is a certification program for municipalities in New Jersey that seek to save money, improve their environmental quality and residents' quality of life in the long term. The program offers a certification program, provides "how to" guidance and tools to make measurable progress, provides access to grants and identifies funding opportunities. For each area of sustainability within the certification program online are explanations of the action area, resources for taking action, case studies, and sample documents.

<http://www.sustainablejersey.com/>

## Complete Streets

### **The National Complete Streets Coalition**

This organization has tons of news and sample documents and resolutions from communities throughout the US to help make our streets safe for all users – drivers, cyclists, pedestrians.

<http://www.completestreets.org/>

### ***Walkscore***

How walkable is your community? Type in your address and get your score!

<http://www.walkscore.com/>

## **Smart Growth**

### ***Putting Smart Growth to Work in Rural Communities***

This International City/County Management Association report focuses on smart growth strategies that can help guide growth in rural areas while protecting natural and working lands and preserving the rural character of existing communities.

[http://icma.org/en/icma/knowledge\\_network/documents/kn/Document/301483/Putting\\_Smart\\_Growth\\_to\\_Work\\_in\\_Rural\\_Communities](http://icma.org/en/icma/knowledge_network/documents/kn/Document/301483/Putting_Smart_Growth_to_Work_in_Rural_Communities)

### ***This is Smart Growth***

The EPA published this free guide a few years ago to show how communities can turn their visions, values, and aspirations into reality, using smart growth techniques to improve the quality of development. The publication features 40 places around the country - cities, suburbs, small towns, and rural communities - where good development has improved residents' quality of life.

<http://www.epa.gov/smartgrowth/tisg.htm>

The EPA has also been working to help cities – one of which includes Concord, NH (a Main Street program). Learn more about this project that is blending smart growth and sustainable preservation of existing and historic buildings and trying to find out ways to make codes more preservation and energy efficiency friendly. [http://www.epa.gov/smartgrowth/topics/historic\\_pres.htm](http://www.epa.gov/smartgrowth/topics/historic_pres.htm)

### **Smart Growth Code and Zoning Audits**

Looking to revise your community's zoning code? Through reviewing land use policy, communities can better achieve their vision for more sustainable communities. To aid in this process, the Smart Growth Leadership Institute has produced a guide to creating and implementing Smart Growth Code and Zoning Audits that can help identify existing regulations that support or block smart growth and ways to propose changes. For more information, and to view the guide, go to:

<http://www.sgli.org/toolkit/tools/zoningaudit.pdf>

## **Green Buildings**

### ***US Green Building Council***

LEED, or Leadership in Energy and Environmental Design, is an internationally-recognized green building certification system. Developed by the U.S. Green Building Council (USGBC) in March 2000, LEED provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions. Visit their website to find their green building rating systems, as well as rating systems for existing buildings and neighborhood development for ideas on ways you can incorporate green principles in your work.

<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1988>



### ***Secretary of the Interior Standards - Illustrated Guidelines on Sustainability for Rehabilitating Historic buildings***

Though preservationists are well aware of the fact that historic buildings are often inherently sustainable, the recently published *Illustrated Guidelines on Sustainability for Rehabilitating Historic buildings* offers a guide to understanding and interpreting preservation principles and their relationship with sustainable building principles. The guide provides

illustrative examples of “recommended” and “not recommended” treatments. Download it for free <http://www.nps.gov/history/hps/tps/download/guidelines-sustainability.pdf>

## **GREENING MAIN STREET: Local Programs in Action**

### **Main Street Messaging**

Alberta Main Street in Portland, Oregon, developed a 20-year vision statement and mission statement with a green focus. <http://www.albertamainst.org/about/community-vision/>

### **Planning/Ordinances**

#### ***Sustainable City***

The City of San Mateo has identified sustainability as a key issue to be addressed during the City’s current and future planning and development process. Their planning documents and ordinances are online. They adopted a Green Building Ordinance with minimum thresholds that are met by all new public and private buildings, a Sustainable Implementation Plan that outlines city-sponsored green initiatives, and have a Climate Action Plan as part of the City’s General Plan.

Green building ordinance <http://www.ci.sanmateo.ca.us/index.aspx?NID=1417>

Public outreach campaign, climate action plan – draft, Sustainable Initiatives Plan

<http://www.cityofsanmateo.org/index.aspx?NID=709>

Aging Well in San Mateo Plan (Aging in Place) <http://www.ci.sanmateo.ca.us/index.aspx?NID=1920>

#### ***Transit Oriented Development***

A great case study of TOD in Fruitvale, Ca.

[http://switchboard.nrdc.org/blogs/kbenfield/the\\_remarkable\\_story\\_of\\_oaklan.html](http://switchboard.nrdc.org/blogs/kbenfield/the_remarkable_story_of_oaklan.html)

#### **Holistic Small Town Sustainable Community Development**

Franklin, Tenn., launched a green community initiative in 2008 and is guiding its work by following its sustainability action plan. <http://www.franklin-gov.com/index.aspx?page=619>

### **Recognition & Certification Programs and Green Checklists**

In addition to maintaining a Green Business Directory, the *City of Roanoke*, Virginia offers a Green Business checklist. The checklist focuses on direct action as well as organization sustainability as a simple means to reduce waste and business expenses while preserving environmental quality in office situations. To view the checklist and see its applicability to your own organizations go to:

[http://www.roanokeva.gov/85256A8D0062AF37/vwContentByKey/D6FD0A5560D9E4BE852574390052A67E/\\$File/GreeningtheOfficeChecklist.pdf](http://www.roanokeva.gov/85256A8D0062AF37/vwContentByKey/D6FD0A5560D9E4BE852574390052A67E/$File/GreeningtheOfficeChecklist.pdf)

**Roanoke Valley Cool Cities Coalition** developed a Cool Cities Green Business Checklist with 100 ways businesses and offices can go green. This is a self-test document.

<http://www.rvccc.org/greenbusiness.html>



**Eco-Andersonville**, a Main Street community in Chicago, offers a green certification process, as well as technical assistance and a branding program for businesses that want to “green” their image. By advocating a greening approach that addresses the “Triple Bottom Line” (People, Planet, and Prosperity) as well as offering several different levels of certification, eco-Andersonville rewards business in its Main Street community that strive to be more environmental, economic and social sustainable. For more information go to: <http://eco-andersonville.org/eco-andersonville-businesses>



Similar to Eco-Andersonville, **Franklin, Tennessee**, offers businesses an opportunity to promote sustainable operations in the workplace through recognizing resource conservation efforts and a culture of sustainability. Participants receive a plaque to display in their place of business. For more information on this program go to: <http://www.franklin-gov.com/index.aspx?page=463>