

HOW TO SAVE MONEY

How to save money - isn't that the bottom line? In essence this article is how to save money through **Preservation and Revitalization**. Perhaps rather this article should have been entitled **How to Make Money**. At any rate, preservation and revitalization are ways to save and make money plus enhancing your own community.

The Medina area Chamber of Commerce under its enthusiastic Executive Director Catherine Revelas is to be commended for getting under way its Revitalization Program for the downtown business district. This Revitalization Program, akin to the Urban Development Corporation, has received \$250,000 in funding to be used toward historic restoration of facades on a loan basis. Around 75% of the store or building owners in Medina have agreed to participate in this community revitalization program of historic character. All too often in the past the quick fixit project has actually ruined or destroyed the very fabric of what 19th Century store fronts should exude. Let me say here too concerning historic architecture, specifically for example, original details such as pillars, windows, window caps,

doors, moldings, brackets, ceiling, lighting fixtures, hardware, etc., etc. - IF THEY AIN'T BROKE DON'T FIT 'EM! How easy it is to be convinced by some salesman that your property needs new windows or new siding. In many cases where this has occurred, original details which lend charming and character to the neighborhood have been totally destroyed, ultimately devaluing the property. That's not making money or saving money. For instance, we all know the greatest heat loss is upward. It makes complete sense to insulate above the ceilings and stop the infiltration of cold air around old windows and doors - that saves money.

As to the exterior visage of historic downtown structures in any community the right choice of color is the common denominator for the successful cohesion of neighbors. This takes collaboration, understanding and sensitivity. Two good examples of this in Medina, which have recently been painted, are the Kennedy Bros. Building and the Knights Real Estate Building which also houses the Chamber of Commerce. Both structures set an example to be followed by others through appropriate use of colors in the right hues. We have to remember that our business districts in Orleans are

basically Victorian in character which includes many Italianate buildings. That is to say, they are **not** Colonial. To have integrity we must play upon the charm and character of the existing qualities. Once an entire business district is coordinated through design and color (revitalization) it will attract interest from beyond our county's boundaries and become a real mecca. Business districts which have done this and are fun to be in are Pittsford and Lewiston, for example. They attract people because of their charm through historic character which has been capitalized upon. That's how to make money!

From the Medina Central Business District Guidelines, here are three paragraphs: "Properly ownership carries with it special and important responsibilities. It is the property owner who makes decisions for the maintenance and rehabilitation of the individual buildings.

"This responsibility should not be taken lightly. It has an impact on the entire community. Exterior improvements to buildings are viewed by all. It is the exteriors of buildings which give the central business this historic character and

set it apart as a unique business district. Too often in the past, the exteriors of buildings in the central business district have been remodeled or removed with insensitivity to being a part of an entire historic business district.

"It is the decision of property owners whether to capitalize on the historic architectural asset that is ours, or whether to destroy it by insensitive maintenance and remodeling."

What's more, even children can appreciate and see the significance of historic buildings which was proved this past September by visiting artist Joan Baren as she taught 4th, 5th and 6th grade students to see Medina's business district through drawing. One such drawing of a building in Medina's business district is shown with this article. It is by David D'Amico a student from Mrs. Schirmer's art class at the Towne Elementary School. Students saw through Joan Baren's program "America By Its Children" that second and third floors were mostly intact while first floor store fronts were incongruous with the rest of the building because of remodeling, much of which has been architecturally inappropriate.

