

BOSTON PRESERVATION ALLIANCE

Together We Make Boston Better

2019 ANNUAL REPORT



MISSION & VISION

The Boston Preservation Alliance is a nonprofit 501(c)3 organization that protects, promotes, and preserves Boston's historic places. Through advocacy and education, we bring people and organizations together to influence the future of Boston's historic buildings, landscapes, and neighborhoods.

The Alliance believes Boston's architectural heritage is a national treasure, contributing to the quality of life for Boston's residents and visitors as well as to the economic vitality of the city.

While committed to preserving the best of Boston's historic built environment, the Alliance recognizes the importance of growth and development to a vibrant economy and advocates for a harmonious balance between old and new.

With individual, organizational, and corporate members throughout the city and beyond, the Alliance provides a respected voice for preservation in Boston.



Seeing preservation in action at the Church of Christ, Scientist during Design Week.



Women in Design: Then and Now panel discussion.

FROM OUR EXECUTIVE DIRECTOR

Boston is a city synonymous with history. Our Convention & Visitor's Bureau proclaims to airport arrivals, "Boston—Where Historic Meets Modern." Given 78% of the city's buildings were built before 1945, our heritage is an integral part of our identity and a valuable asset. Yet one can't help but wonder how today's explosion of development impacts that very history. (The BPDA approved 11.9 million square feet of development in 2018.)

At the Boston Preservation Alliance we guide the thoughtful evolution of the city. Together, with your support, we are the conscience reminding project proponents, government officials, and boards of the balance between old and new that makes Boston a success. It's an equilibrium easily upset, and of growing concern to residents who plead for our assistance. Change can enhance or erode what makes Boston special, and our work is to encourage thoughtful change. Alliance staff monitor and engage with fifty or more projects at any given time while also working behind the scenes to change city-wide policies. Today our work couldn't be more important.

Regularly under threat are historic places that are the texture and essence of neighborhoods. The city is being homogenized as treasured oddities and places of collective memories are erased. Yet residents and our preservation rules and tools are ill-prepared to respond. That is why the Alliance has been working behind the scenes to adjust the tools to match today's needs. In 2019 we developed the Advocate Certification Training (ACT) class to train residents to be more effective advocates for preservation, worked to create a preservation funding mechanism in the Legacy Fund for Boston, and attended over 130 meetings as a regular, respected, and impactful voice at City Hall and in the neighborhoods.

The Alliance Board of Directors is responding to the changing needs of Bostonians. We are addressing preservation beyond bricks and mortar, recognizing climate change as both a threat to and opportunity for historic resources, and leveraging our impact with growing focus on citywide preservation policies.

Because of the supporters listed in these pages, our voice remains strong, our assistance is greatly desired, and our testimony and expertise impact all levels of review and approval in the city. Your contributions helped us to positively influence a wide variety of developments, including the Fenway Park Theater, the Motor Mart Garage, Saint Gabriel's in Brighton, and Goddard House in Jamaica Plain. All are better for our involvement and that is thanks to your support, for together we make Boston better.



78% of the city's buildings were built before 1945

The Boston Preservation Alliance was founded over 40 years ago as an umbrella organization for local neighborhood groups active in preserving the character and history of Boston. Today we still embrace partnership and collaboration, not only with our members and supporters but with developers, architects, City agencies, and other local decision makers who influence Boston’s built environment. The places that we choose to preserve matter. They represent the people and the stories of Boston that will live on for future generations. It is our mission to promote thoughtful stewardship of places that matter to all Bostonians.

We support growth and evolution of the city. But the pace of development has overtaken the city’s ability to enact thoughtful planning and preservation. With seemingly little regard for character or context, far too many projects move forward that erode the soul of our neighborhoods. In the city’s effort to increase housing, we threaten elements that define communities and form the building blocks of home. The foundations of our city, the things that make it desirable in the first place, are being shuttered, overshadowed, and demolished. We must find a better balance between old and new to preserve the vibrancy and variety that makes Boston so special.

The Alliance is dedicated to making Boston better. Together with our partners we find solutions that protect places, promote vibrancy, and preserve character. We advocate for adaptive reuse of existing buildings, for contextual new construction, and for policies and processes that result in a successful balance of old and new. The projects highlighted on the following pages demonstrate the type of work that we do to make Boston better for all of its visitors and residents today and for years to come.



Allston Square,
Allston

Together we make *neighborhoods* better.

While all neighborhoods in Boston are experiencing change, Allston/Brighton has been particularly overwhelmed with development in recent years. Residents are feeling the loss of neighborhood-defining places, often replaced with generic, uninspired, and out-of-context designs.

The Allston Square project, by City Realty with Embarc Studio, aims higher while keeping changes grounded. When first proposed, the project called for the rehabilitation of Allston Hall, an 1890 building on Franklin Street that is part of a National Register of Historic Places historic district. The neighborhood and the Alliance supported adaptive reuse of this building and the proponent adopted Alliance recommendations for preservation and reconstruction of key elements of the façade. A harder conversation tackled the proponent’s plan to demolish and replace the 1897 Allen Building, a prominent curved masonry building that serves as a gateway to the neighborhood. We firmly pushed the proponent and the Boston Civic Design Commission during the review process to reuse this building and to integrate abutting new construction into the scale and language of the block. Ultimately, Embarc was able to do just that. Approved in 2019, the project will add hundreds of housing units and an abundance of new, modern designs and artwork across several city blocks, grounded by the preservation and restoration of historic fabric creating a unique, vibrant juxtaposition of old and new.



Approved. Preservation of the Allen Building



Proposed replacement of the Allen Building



**Goddard House,
Jamaica Plain**

Together we make *development* better.

We have heard from developers time and time again that their projects are better because of the Alliance's constructive, informed participation. We help find ways to embrace and enhance the value of historic properties and overcome challenges. And when we can get involved at the very beginning, the results are even better. This was true for the historic Goddard House on Huntington Avenue in Jamaica Plain.

Put on the market in 2013, the Goddard House Skilled Nursing and Rehabilitation Center was a large, well-worn brick building on a 2-acre site prime for redevelopment. Built in 1926 by prominent architecture firm Coolidge, Shepley, Bulfinch, and Abbott, it served the Home for Aged and Indigent Women, an organization founded in 1849. After 85 years of service, the organization faced financial hardships and closed in 2012. The next year, as the property was being listed for sale the BPDA (then the BRA) encouraged the listing agent, Colliers International, to reach out to the Alliance for guidance. We met before the real estate listing was even finalized. Over the next few years, the Alliance urged a sale to a buyer experienced in preservation, met with the eventual developer, Eden Properties, several times to discuss their proposal, and served on the Impact Advisory Group to provide regular feedback as the project progressed.



In the end, the Goddard House was beautifully rehabilitated and paired with two well-designed new buildings for a successful project that embraced the historic building as an asset for place-making and branding.



**Boston Civic
Design
Commission**

Together we make *design review* better.

Before any larger sized project in Boston is approved, the Boston Civic Design Commission (BCDC) has the opportunity to shape designs to enhance how they impact the urban realm. While preservation isn't their charge, commissioners increasingly recognize that historic resources are key features of the city and drivers of human scale and quality public engagement. Projects that include historic resources are regularly discussed at BCDC meetings. The Alliance frequently attends these meetings to advocate for preservation and our advice and expertise are often sought during the dialog.

It can sometimes take several conversations, over several months, but proponents and residents who eagerly participate in this design process find that projects benefit from the additional review. At these meetings our voice is impactful as are our thoughtful comment letters where we express concerns and offer constructive guidance. Through this collaborative process, we have seen building designs adjusted to better fit the scale of historic areas, buildings set back to preserve key viewsheds to historic features, additions to historic buildings redesigned to be more sympathetic and to preserve more of the original structure, and in some cases the preservation of historic resources that would otherwise have been demolished. Our presence and contributions at these discussions has proven to be influential all across the city as we consistently urge both proponents and Commissioners to consider the value of Boston's historic fabric. The impact of our voice has grown by being constructive and solution-oriented while remaining true to our mission.

"Today, the Alliance helps Boston negotiate the balance between its quickening evolution as a city with inherited places that remind us how important it is to manage change wisely. Focused, insightful, tough, and enjoyable..."

Henry Moss, Principal, Bruner/Cott Architects





Legacy Fund
for Boston

Together we make *resources* better.

Unlike parks, affordable housing, and other crucial needs in Boston, there is no allocation in the City’s capital budget for historic preservation. Resources are very limited for upkeep of historic properties despite an overwhelming need. The Alliance was a coalition leader for the adoption of the Community Preservation Act, which provides significant funding for preservation projects around the city, but cannot begin to meet the demand. With the city’s development boom, the Alliance felt that it was appropriate for developers, whose projects benefit financially from the city’s historic appeal, to pay it forward and help protect the character and sense of place that make it desirable to build here in the first place. In 2019 we completed a two-year advocacy effort to create the Legacy Fund for Boston.

The Legacy Fund, possibly the first of its kind in the nation, is a mitigation fund overseen by an independent advisory committee that includes Designators of the George B. Henderson Foundation, representatives from the Boston Preservation Alliance and Historic Boston Inc. and other preservation experts. Payments to the fund will not replace our advocacy to eliminate or minimize negative impacts to historic resources. However, if, ultimately, negative impacts cannot be avoided, the Legacy Fund now exists as a ready receptacle for monetary mitigation that will be distributed neutrally and by experts. Those funds will be available to a wide variety of preservation needs across the city. Our long-term goal is to make support of the valuable historic legacy of the city a regular part of doing business in Boston. The historic character of Boston is crucial to its continued success, and development should pay its fair share toward long-term stewardship of our collective heritage.

“The Alliance’s work holds a mirror up to the authenticity that surrounds us, and reminds government, neighbors and those of us in the development (CRE) community of our shared responsibility to get change right.”

Jeff Marr Jr., Marr Scaffolding Company



Advocate
Certification
Training

Together we make *advocacy* better.

The preservation process can be confusing. From local historic Landmarks to National Register districts, Article 80 project review to Article 85 demolition delay, overlay zones to protection areas, there is a lot to unpack. We responded to requests from our partners, supporters, and members to understand this process better so that they could be more effective advocates in their neighborhoods. With grant funding from MassHousing and the BSA Foundation, the Advocate Certification Training (ACT) class was created in 2019 for a launch date in early 2020.

Each ACT course meets one evening a month for four months and focuses on topics such as the evolution of the historic preservation movement, tools and resources for advocates, the development review and approval process in Boston, and effective communication at public meetings. We introduce preservation-minded neighbors to each other and their local partners, City agencies, and representatives so participants know where to go for support and information. Our first course sold out almost instantly with a wait list for future courses. We are excited to share our experience and expertise with our partners across the city because, together, we make Boston better.

“The BPA has given me an effective place to channel my love of old Boston, offering a framework for preservation advocacy and a network of others who care just as deeply as I do.”

Ashley Casavant, Alliance Young Advisor

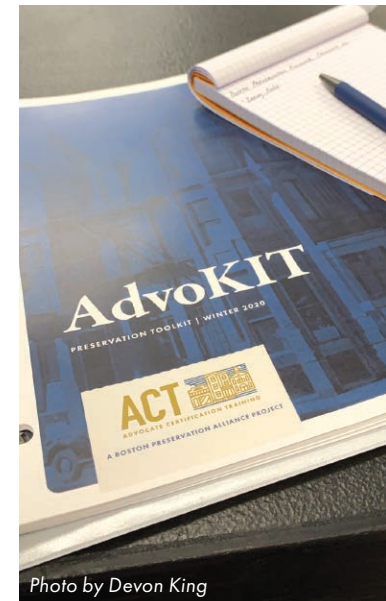
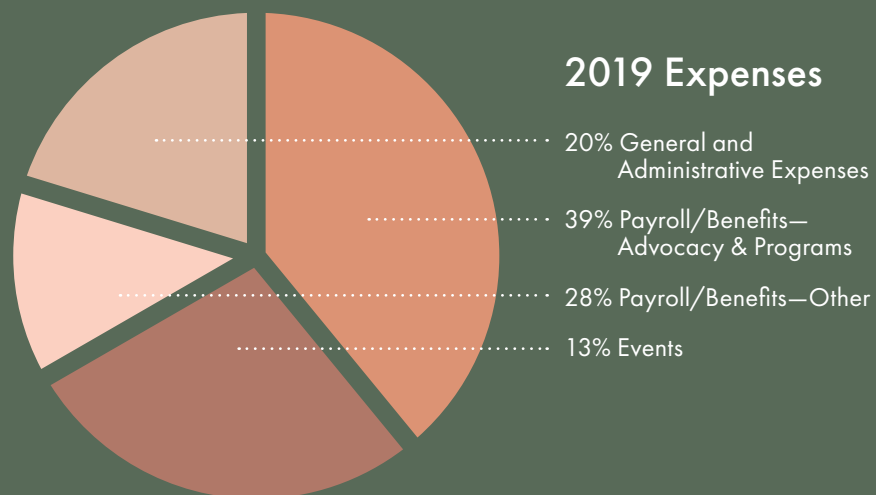
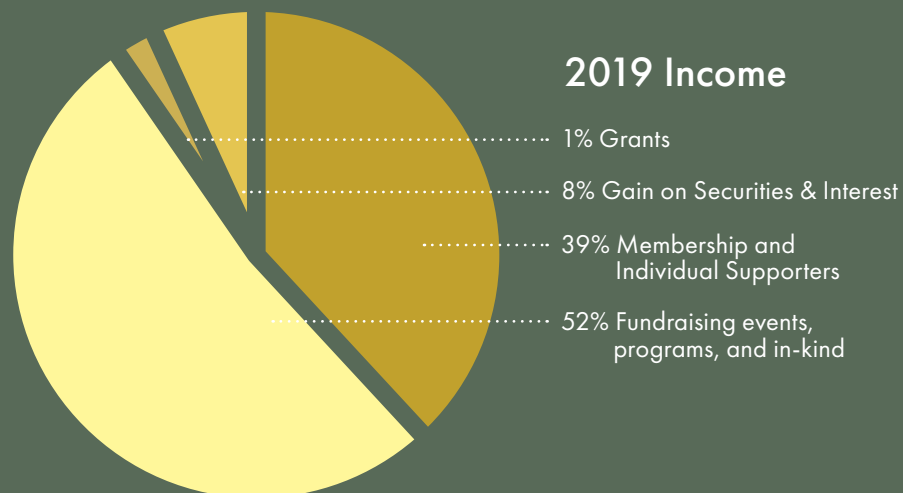


Photo by Devon King

FINANCIAL SUMMARY



FINANCIAL SUMMARY

Operating Results

	2019	2018
INCOME		
Membership & Individual Support	\$214,173*	\$218,282
Fundraising Events	\$262,369	\$209,632
Grants	\$5,500	-
Programs	\$4,520	\$3,465
In-Kind Support & Other Income	\$25,323	\$14,913
Gain on Securities & Interest	\$45,411	(\$2,312)
Total Income	\$557,296	\$443,980
EXPENSES		
Payroll/Benefits—Advocacy & Programs	\$173,127	\$156,800
Payroll/Benefits—Other	\$121,107	\$105,979
Events	\$57,852	\$45,142
Administration	\$33,790	\$48,411
Professional Services	\$17,989	\$24,843
Equipment/Software/Website	\$10,908	\$10,527
Other	\$26,022	\$21,925
Total Expenses	\$440,795	\$413,627
NET SURPLUS	\$116,501	\$30,353

*
Dollar amounts rounded to nearest dollar.

Statement of Financial Position

	2019	2018
ASSETS		
Operating Accounts	\$162,650	\$133,533
Accounts Receivable	\$12,472	\$21,000
Unrestricted Reserve Accounts	\$354,609	\$275,958
Donor Restricted Assets	\$15,000	\$21,000
Prepaid Expenses & Undeposited Funds	\$15,190	\$2,707
Equipment	\$1,681	\$3,527
Other Assets	\$15,655	\$26,706
Total Assets	\$577,257	\$484,431
LIABILITIES		
Accounts Payable & Accruals	\$20,654	\$14,961
Deferred Revenue	\$5,500	-
Total Liabilities	\$26,154	\$14,961
TOTAL LIABILITIES & NET ASSETS	\$551,103	\$469,470

Advocate Certification Training

Annual Meeting

Beer + Mortar

Heart Bombing

Libations for Preservation

Panel Discussions

Preservation Achievement Awards

Preservation Chatter

Walking Tours

Design Week



Heart Bombing: Valentines and love letters to historic places and local landmarks that are important to our communities.

Beer + Mortar

Beer + Mortar crew dreaming of suds and posing in front of the Isabella Stewart Gardner Carriage at the Shirley-Eustis House in Roxbury. Our Beer + Mortar tours bring people into Boston's neighborhoods as we tour the town and share a round.



Heart Bombing

Sharing our love for the Alley-Eblana brewery, one crafted heart at a time. The brewery was one of the most technologically advanced when it was constructed in 1885 and was known for its production of Eblana Irish Ale.

Libations for Preservation

Young Advisor Laura Lacombe talks to Adrian Navarro of Bully Boy. Adrian won the Drinkers Choice award for his cocktail Dos Gardenias. Bully Boy is based in a building they preserved at 44 Cedric Street in Roxbury.

Photo by Hannah Spicher



Photo by Randy Goodman Photography

BPA 2019 Awards

Left to right, Chris Scoville, Alliance Board President; Greg Galer, Alliance Executive Director; Larry Curtis, WinnDevelopment, Recipient of the 2019 President's Award for Excellence; and Governor Charlie Baker.

Gov. Baker spoke at the Awards saying:

"The beauty of historic preservation is that it not only gives you a chance to enjoy the glory of what a lot of buildings represent, but it gives you a chance to preserve the stories of how they came to be in the first place."

Governor Charlie Baker



10,000 received each of our 26 e-newsletters because they're interested in protecting, promoting, and preserving Boston



70 places submitted to our #SaveMyBoston campaign. These places matter!

126 project meetings we attended

150 miles collectively hiked in Boston on Alliance-led walking tours

Join us next time! Check out bostonpreservation.org/news



141 phone calls advocating for Boston

8,888 people interacting with the Alliance through social media

269 number of times #PreservationHub was tagged

32,790 visits to our website

Most Viewed Advocacy Projects of 2019

1. Dock Square Garage
2. Fenway Park
3. MGH Clinical + Campus Services Building
4. Alexandra Hotel
5. Northern Avenue Bridge



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2019 Libations for Preservation

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GRANTS

Advocate Certification Training (Act) Program

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Awards

GRoW @ Annenberg

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PRESERVATION MONTH APPEAL

Preservation Month was established by the National Trust for Historic Preservation and began as National Preservation Week in 1973. In 2005, the Trust extended the celebration to the entire month of May and declared it Preservation Month. In 2019, the Alliance produced a month-long publicity campaign to celebrate Boston's historic resources and launched its inaugural Preservation Month fundraising appeal raising \$5,800. Thank you to all who participated!

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#SAVEMYBOSTON

Preservation is more than bricks and mortar—it is the people that define the history, culture, and character of our built environment. When a neighborhood establishment or community gathering place closes, a collective memory is lost. Neighborhoods are anchored by their local businesses like hardware stores, bakeries, jewelers, and taverns. This is why, in 2019, we launched the ongoing #SaveMyBoston campaign—to learn what places and stories YOU believe define the character of your neighborhood, and connects your community to Boston's rich history. Together, we can identify the places that make Boston unique. Tell us—what do you believe makes Boston, Boston? *Here is the list of places submitted by you:*

Amhreins	Fenway Park	Polish American Citizens Club
Beacon Hill Pub	Fornax Bread Company	Polcari's Coffee
Bella Luna	Galleria Umberto	The Red Hat
Boomerangs	Galway House	Regina's Pizza
Boston Eagle	Haley House	Ruggiero's Market
Bova's Bakery	Haymarket	Santarpio's
Brattle Book Shop	Jeannie Johnson	Simco's
Brendan Behan Pub	Jim's Deli	The Seven's Ale House
Bromfield Camera	J.J. Foley's	Shreve Crump and Low Jewelry
Bromfield Pen Shop	Johnson's Paints	Skippy White's Records
Capitol Coffee House	JP Licks	Slades Bar and Grill
Central Park Lanes Bowling	Kelleher's	South Street Diner
Charlie's Sandwich Shoppe	L.J. Peretti Tobacco	The Steaming Tea Kettle
Charles Street Supply	Marliave	Sullivan's Castle Island
China Pearl	McKenna's	The Tam
Club Cafe	Midway Café	Twin Donuts
Daryl's Corner Bar and Kitchen	Mike's Pastry	Union Oyster House
DeLuca's Market	Mortar Mart Garage	Victoria's Diner
Doyle's Cafe	Modern Pastry	Wally's
Delux Cafe	Mul's Diner	Warren Tavern
DJ's Market	Nugget's Records	Woody's
E. B. Horn Jewelers	Parker House Hotel	21st Amendment
Eire Pub	Pino's Pizza	
Eldo Cake House	Pleasant Café	

Want to add a place important to you?
Contact admin@bostonpreservation.org