

## **7. Tools and Techniques Available to Implement Wakefield's Preservation Goals**

Realizing the preservation of Wakefield's historic resources will require more than one approach or technique. In one instance, a regulatory solution will work, whereas in another instance the only realistic path will be acquisition. Sometimes a combination of approaches will be needed. Protecting Wakefield's historic resources will require a knowledge of what preservation tools exist and when they should be applied.

The techniques described here are only a brief summary of the variety of tools and techniques available to municipalities in advancing the goals of historic preservation. Where applicable, mention is made of the use of the tool in Wakefield, how it has been applied, and how it might be improved for use in the town.

A more comprehensive review of preservation tools and techniques is available in "Preservation Through Bylaws and Ordinances: Tools and Techniques for Preservation Used by Communities in Massachusetts," prepared by Christopher C. Skelly, Director of Local Government Programs for the Massachusetts Historical Commission.

### **7.1 Regulatory Tools**

Because new development is a major threat to historic structures and landscapes, land use regulations are an important part of any preservation strategy. Zoning is one of the most important of these regulatory tools. Regulatory powers available are wide-ranging and can be extremely effective in moderating the effects of development on historic resources.

However, regulations do not prevent development but only guide it. They are only one of several approaches that should be considered when developing a strategy for the protection of historic resources.

#### **Site plan review**

Site plan review provides a community an opportunity to review plans for non-residential new development---or for larger subdivisions---and to seek improvements that will reduce negative impacts and improve the functioning of the development proposed on the plan. Site plan review looks at plan items only and is not a means of reviewing design elements that are in elevation, except as they impact the functioning of the plan (for example, loading dock locations).

#### **Special Permits**

Special permits are additional powers available to local boards through zoning bylaws. Special permits are discretionary and are typically used where a use allowed by-right in the zoning bylaw needs additional review or oversight to assure that the purpose of the zoning district is achieved. For example, cluster or open space developments are usually allowed only

by special permit because of the design review that is necessary to achieve the desired objective of open space preservation. Potentially noxious uses such as gravel operations.

### **Open Space Development**

Open space development, or cluster zoning, allows the reduction of residential lot size and frontage requirements if a certain portion of the parcel is reserved as protected open space. The availability of cluster provisions can be important to the protection of historic resources, since it allows developers the option of avoiding the destruction of historic sites while still keeping the same density of dwellings that was proposed in the original conventional subdivision plan. The use of cluster zoning can protect open space and historic resources at no cost to the municipality.

### **Transfer of Development Rights**

Transfer of Development Rights (TDM) allows the transfer of density from one parcel and the assignment of that density to another parcel. TDM's are usually allowed only by special permit. The concept is similar to open space zoning, except that the clustering occurs across property lines. TDM has been controversial in instances where neighbors in the "receiving" area do not want the added density. However, TDM's are sometimes valuable in saving open land or historic resources where no other option is available and where circumstances favor it.

### **Hammerhead lots**

Hammerhead lots are a provision in the zoning bylaw that allows substantially reduced frontage and "neck" width requirements if the size of the lot is increased. They are usually allowed only by special permit.

Hammerhead lots have a function in preserving historic resources because they allow development to move back from scenic and historic roads, thereby reducing the amount of disturbance and visual impact at the road edge. When used effectively, only a drive may be visible from the road using this option.

### **Common Driveways**

Common driveway provisions in a zoning bylaw help to preserve the integrity of historic resources by minimizing the amount of cuts that could occur on scenic roads and through historic stone walls. They can apply to either residential or commercial development and are usually given by special permit.

### **Zoning amendments to preserve the character of scenic roads.**

Several zoning provisions can assist in the preservation of the character of scenic roads. No-cut provisions can be instituted either as a zoning amendment or as a condition of the approval of a subdivision plan. Building setback minimums are helpful. The restriction of curb cuts on scenic roads can be mandated, but most successfully as part of the approval of a subdivision plan.

In some instances, the relaxation of restrictions is what is called for in order to preserve the appearance of a road. For example, the strict adherence to adequate sight lines as described in subdivision regulations can result in the cutting of large trees at the intersection of a subdivision and a scenic road. Circumstances such as this may require a resolution that provides adequate sight distance but with the Planning Board granting a waiver from the regulations so that the developer can avoid unnecessary cutting.

### **Subdivision Regulations**

Subdivision regulations lay out the "ground rules" for the dividing up of land into house lots and commercial subdivisions. They are intended to provide prior notice to developers as to what the Planning Board expects in terms of development standards for design and construction of private and public ways. State enabling legislation constrains the latitude that Planning Boards have in developing subdivision regulations.

In amending subdivision regulations to increase protection of historic resources, two opportunities exist. The first is that, if a Planning Board wishes to have the latitude to review the impact on historical resources of a proposed subdivision, it must assure that the regulations clearly state this. In other words, the regulations must tell the developer in advance---must provide "due notice"---that historic preservation issues may be a reason that the Planning Board may deny the plan or request revisions.

The second opportunity is that subdivision regulations may include a provision that the Board may ask for special impact studies if it believes that the development will adversely affect historical resources. This is a very important option that is available to Planning Boards, but only if Boards amend their regulations to include this provision.

### **Design Review**

One of the more effective tools for the protection of historic resources is design review. Unlike most zoning regulations, which regulate only those design elements that are on plan, design review allows the community to comment on design issues that are in elevation. Design review usually only applies to commercial development.

### **Scenic Roads Bylaws**

The Scenic Roads Act (G.L. Ch. 40, sec. 15C) allows municipalities to enact a bylaw to protect local roads for their historic, scenic and aesthetic values. The law states that:

"any repair, maintenance, reconstruction, or paving work done with respect thereto shall not involve or include the cutting or removal of trees, or the tearing down or destruction of stone walls or portions thereof, except with the prior written consent of the planning board."

The law requires a public hearing, unless the proposed work does not involve trees or walls. It applies to the entire right-of-way, including walls and trees at the edge of the right-of-way. Where the boundaries of a right-of-way are in question, stone walls may be used as boundary lines. The Scenic Roads Act complements the Public Shade Tree Act, which does not protect trees from road construction. Local roads may be designated as scenic under the act. In addition, state routes may also be subject to the Scenic Roads provisions if they are incorporated into a National Register District or through special legislation.

### **Public Shade Tree Act**

Trees within a public right-of-way are public property and, as such, are subject to the provisions of the Public Shade Tree Act. The law requires that every community shall designate a tree warden, who shall hold a public hearing when any public shade tree is proposed for removal, cutting or trimming. Trees must be posted with such hearing notices. Appeals to the decision of the tree warden may be made to the selectmen. Removal of dead, diseased or dangerous trees is exempt from the Act.

### **Sign Regulations**

Accessory signs can be regulated by a local zoning bylaw or town bylaw. Local authority over signs extends to all signs on private property, including professional signs. The local building inspector or zoning enforcement officer enforces the bylaw. Existing signs were grandfathered under zoning provisions before 1957, but that exemption has been removed. Sign control is an important component of any effort to preserve the historic character of a community. This requires both a sound bylaw and strict enforcement.

### **Special Assessment Policy**

The Massachusetts legislature recently approved enabling legislation allowing municipalities to phase-in increased property assessments when an historic structure is substantially restored. Chapter 191 of the Acts of 1996 allows, under local option, the authorization to phase-in over a five-year period rehabilitation work for owner-occupied residential properties that are listed in the State Register of Historic Places.

## **7.2 Acquisition Tools**

Purchasing all or a partial interest in an historic resource is the most certain approach to the preservation of historic resources. Most of the funding available to purchase historic properties originates from conservation and agricultural agencies and is for the purchase of land.

Few historic structures are purchased by public agencies to be owned in full fee. Most of the acquisition approaches to protecting historic buildings involve either the purchase or gifting

by the owner of a preservation restriction or facade easement, while the building continues to remain in private ownership and use.

### **Conservation Restrictions**

A conservation restriction is in effect a deed restriction that prevents some or all of development from occurring on a parcel. These "development rights" can be either donated or purchased. Conservation restrictions are a preferred method of protecting open or agricultural land because the land remains in private ownership. Therefore, the land continues to be used as private property and the public is saved from maintaining the land or having to purchase full fee title to protect it. Under the provisions of G.L. Ch. 184, sec. 31-33 approved in 1969, conservation restrictions may now be held in perpetuity.

Gifts of conservation restrictions to either public or non-profit entities must be approved by the local board of selectmen and by the Secretary of Environmental Affairs. The statute permits but does not require public access as part of the restriction, depending on the purpose of the restriction.

### **Preservation Restrictions**

Preservation restrictions are allowed under the provisions of the Conservation Restriction Act. These restrictions can limit the exterior and interior alterations of a building, the altering of a site, or historically inappropriate uses when this is necessary to preserve the structure or site for its architectural or archeological value or for its historical associations. Each preservation restriction must be approved by the selectmen and by the Massachusetts Historical Commission. The restriction may be held by the local historical commission or by some other approved public or non-profit entity.

### **Buy/restrict/resell**

This is one of the most effective approaches to protecting historic resources. It involves the purchase of a property, the placing of a preservation or conservation restriction on all or part of the property, then reselling the property with the restrictions in place. In many instances, the property can be resold without a loss in value. Restrictions on structures tend to reduce value less than restrictions on land.

### **Limited development**

Limited development involves the development of a site at less than the allowed density, thereby allowing the preservation of an historic or open space resources. This approach can be used in either residential or commercial developments.

### **Massachusetts Preservation Projects Fund**

The Massachusetts Preservation Projects Fund is a matching grant program that is administered by the Massachusetts Historical Commission and assists public or non-profit owners of historic properties to purchase, restore and maintain them. A requirement of the program is that the property to be purchased or improved must have a preservation restriction placed on it. The program is currently processing its last funding round of a bond authorization, and it is unknown if the program will be refunded. A property must be on the National or State Register to qualify.

### **Self-Help Program**

This is a matching grant program administered by the Massachusetts Division of Conservation Services. It provides up to \$500,000 per project to municipalities for the acquisition of land that will be protected for conservation and passive recreational purposes. Landscapes that have historical significance also qualify for this funding if they also have conservation and recreational value.

### **The Agricultural Preservation Restriction Program**

The Agricultural Preservation Restriction Program, administered by the Massachusetts Department of Food and Agriculture, provides farmers an alternative to selling their land for development. The APR Program assists in the purchase of development rights to prime, active farmland. This provides the dual benefit of providing cash to farmers to continue their operations while assuring that the land will stay open in perpetuity.

Since the APR Program has a per-acre cap on what it will spend for agricultural land, a local match is usually required to purchase farmland in most parts of the state. The Department of Food and Agriculture encourages municipalities to participate in funding the match and in being co-holders of the deed restrictions.

### **Chapter 61**

MGL Chapter 61, the Farmland Assessment Act, allows local assessors to tax land in active forestry use (Chapter 61), agricultural use (Chapter 61A) or open recreational use (Chapter 61B) at their farming, forestry or recreational value, rather than their highest and best use, which would be the uses for which they are zoned. The act was designed to preserve the viability of farming by reducing the tax burden on farmers. It has been an important tool in the preservation of the viability of historic farms.

### **Reservation of land provisions in the Subdivision Control Law**

Under the provisions of the Subdivision Control Law (G.L. Ch. 41), local planning boards may, as a condition for approving a subdivision, require the developer to set aside for "park" purposes a part of the subdivision "not unreasonable in area in relation to the land being subdivided" for a period not to exceed three years. This is only a "set-aside" for three years, not a gift from the developer. If a community wishes to reserve this land in public use, it will have to purchase it. However, the advantage of this provision is that it gives the town a reasonable time to decide whether to purchase the site.

This provision would be useful when a part of a subdivision has been determined to contain historic resources, particularly resources of an archeological nature, such as old foundation ruins or Native American settlement sites. It can also have limited application in protecting especially valuable scenic vistas. While a community would prefer to have a developer use cluster zoning and its open space provisions to protect such resources, thereby reserving an historic resource without cost to the public, this reservation clause would be useful when a developer chose to go the route of a conventional subdivision.

## **7.3 Special Districts Tools**

### **Local 40C Historic Districts**

Massachusetts General Laws Chapter 40C allows municipalities to create local historic districts for areas that qualify under guidelines established by the Massachusetts Historical Commission. The purpose of the 40C districts is to protect areas of architectural and historical integrity. The historic districts that are created under 40C allow a range of protections for historic properties, including inappropriate alteration, and are administered by a local historic districts commission.

### **Neighborhood Conservation Districts**

Neighborhood Conservation Districts are overlay zoning districts that provide limited protections for areas that have special architectural or historical attributes. Usually, these areas would not qualify for historic district designation but nonetheless have qualities worth conserving. In other instances, a district may qualify for 40C and National Register status, but local conditions may preclude getting approval for these designations.

Conservation districts regulate new construction, additions, and demolition through a design review process. The powers and scope of what the conservation district includes within its regulations varies among communities. Currently, the City of Cambridge is the only municipality in the Commonwealth to have adopted neighborhood conservation districts.

### **National Register Districts**

Districts created through nomination to the National Register of Historic Places recognize coherent areas that are important in American history, culture, architecture or archeology. The National Register Districts are federal designations; nominations are made to the Secretary of the Interior through the Massachusetts Historical Commission. National Register designations are important because they recognize the significance of an area to the community, state or nation. Unlike 40C districts, however, they do not provide any protection against inappropriate alteration or demolition.

### **Zoning Overlay Districts**

Zoning overlay districts set special requirements over and above the underlying zoning district. They are usually enacted to advance certain natural resource objectives such as the protection of groundwater resources, floodplains and wetlands. However, they can also be applied to historical resources such as archeological and geological resources. Overlay districts usually require additional information on the resource to be provided with development submissions, and they require mitigation measures when such resources will be affected.

## **7.4 Restoration Funding Tools**

Historic properties can be expensive to maintain, and the existence of funding programs can be important to assuring the long-term viability of historic resources.

### **Massachusetts Preservation Projects Fund**

The MPPF was described earlier under the acquisition tools section, but it is principally a major source of funding for the restoration of historic structures.

### **Urban Self-Help Program**

The Urban Self-Help Program is similar to the Self-Help Program except that it is oriented to urbanized areas. In addition to the acquisition of land, this program provides funding for the construction of active recreational facilities, such as parks and playgrounds.

### **Massachusetts Community Development Block Grant Program**

The Small Cities Program provides funding principally for housing rehabilitation and related commercial improvements.

### **Land and Water Conservation Fund**

This federal program funds federal, state and local land acquisition and recreational improvement projects. In Massachusetts, the LWCF is administered by the Division of Conservation Services. The stateside part of the program has been seriously underfunded for several years; however, Congress appears to be ready to authorize a major increase to states and localities in the next fiscal year.

### **Federal Rehabilitation Tax Credits**

These tax credits are available to National Register properties or qualifying structures in National Register districts. They can be used for commercial property or multi-family adaptive reuse projects.

### **DEM's Historic Landscapes Program**

This program provides modest grants to public properties that are listed on the National or State Registers. Funds can be used for preliminary planning, preparation of construction documents or the conducting of construction improvements to historic landscapes.

## **7.5 Information Tools**

One of the most powerful tools available to the historic preservationist is information. An historic resource can be destroyed with impunity if no one knows its significance. Information in effect places a protective mantle around a property that says, in effect, "This property is significant and deserves to be saved." While this mantle is very fragile, it is always the essential first step if a property is to be preserved.

The information tools available to municipalities include:

### **Survey and Planning Grants**

The Survey and Planning Grant program is administered by the Massachusetts Historical Commission and provides an excellent source of funding for local projects that are consistent with MHC's State Historic Preservation Plan. That plan focuses on the need to identify, evaluate and protect the state's cultural resources.

Eligible projects include the following:

- Inventories of historic, architectural, landscape and archeological resources.
- Preparation of National Register Nominations.
- Surveys or planning projects for the identification, evaluation and protection of National Register-eligible resources.
- Support of preservation planning and education efforts.
- Development of local initiatives for the protection of historic resources.
- Pre-development and development projects (for Certified Local Governments only).

The program requires a 40% local cash match, with grant rounds usually beginning in the Fall and awards made in the Spring. Projects are 6-9 months in duration and have a minimum project cost of \$10,000.

The Survey and Planning Grant program has funded projects such as local inventories of historic resources, the preparation of preservation plans, public education programs, feasibility studies for historic projects and related projects. The S&P Grant program is a way to fund those activities that provide the basic information related to historic resources and that support educational activities that assist the public in knowing about the rich historic resources that exists in their community.

### **National Register Nominations**

The National Register of Historic Places is the nation's official list of buildings, districts, sites, structures and objects important in American history, culture, architecture or archeology.

The Massachusetts Historical Commission administers the National Register program for the National Park Service.

Nominations to the National Register are based on a comprehensive survey of local historical resources that document the historical and architectural value of individual properties. These surveys identify properties that are eligible for listing in the National Register and allow decisions concerning whether a property should be listed to be made within a consistent context. National Register nominations can be either for individual properties or for area-wide resources.

The benefits of National Register nomination are that it gives public recognition to a property or area for its significance to the community, state and/or nation. It also makes a property eligible for federal tax incentives for rehabilitation, gives it a limited degree of protection against publicly-funded projects, and provides eligibility for matching state grants under the Preservation Projects Fund.

### **Municipal Inventories of Historic Properties**

The basis of all efforts to preserve a community's heritage is to identify, describe and locate its historic, architectural and cultural resources. This includes buildings, structures, objects, areas, landscape features and sites that are of importance to the community.

This data base of information becomes the basis for making decisions concerning the most appropriate and effective way to preserve these significant resources. These inventories are essential in identifying properties that should be nominated for National Register status and in delineating National Register and local historic districts. They are also invaluable as educational resources, including their use in informing owners of the historical and architectural value of their properties.

The survey also becomes a part of the statewide inventory of historic resources maintained by the Massachusetts Historical Commission. The MHC is currently entering the statewide inventory into the Massachusetts Cultural Resource Information System (MACRIS), an interactive computerized data base that will provide improved access to this extensive information.

The Wakefield Historical Commission applied for and received a Survey and Planning Grant from the Massachusetts Historical Commission to conduct a survey of historic resources in 1984. Those inventories surveyed approximately 383 properties in Wakefield.

The Wakefield Preservation Plan recommends an additional survey of 545 properties and revisions to the earlier inventory sheets. The plan also recommends how the Town's survey might be used to increase the awareness among property owners, realtors and the general public of the significance of Wakefield's historic structures, sites and landscapes. These recommendations are included in the Goals and Action Plan sections of the report.

### **Local Histories**

Histories of local communities are important to historic preservation efforts because they provide the context within which historic properties were built and used. They bring the story of history to life.

While local histories are invaluable informational tools, they are accessed by only a small percentage of the public. In addition, local histories typically provide a mass of detail without placing events in larger context of state, national and world history. What is often needed is an abbreviated version of local history that is accessible yet provides the essential information necessary to adequately tell the story.

### **New Investigations**

Inventories of historic properties include those areas that are known to exist or have existed, including structures, ruins of structures or known archaeological sites. However, inadequate information frequently exists about sites that are not as evident. These include unexplored archaeological sites, old trails and historic geologic formations.

New information about these sites can either be obtained by commissioning a consultant to perform a formal investigation (the preferred approach for potentially sensitive archaeological sites) or it can be performed by volunteers in the field.

As described in the Needs section of the Wakefield Preservation Plan, there are areas where new investigations are necessary to assure the protection of the town's archaeological historic resources. A formal investigation by a consultant is recommended to identify and confirm the locations of Native American settlement sites.

### **DEM's Historic Landscapes Program**

Information about historic landscapes can be funded through the Historic Landscapes Program administered by the Massachusetts Department of Environmental Management. Properties must be on the National or State Registers to qualify for funding.

## **7.6 Educational Tools**

It is difficult to protect historical resources if few individuals in a community know that they are important. The more residents are aware of the value of the historical resources in their community, the more likely those resources will be preserved. Educational activities are an extremely important protective tool for historic preservation, particularly in those communities where the value of protecting historic resources may not be widely appreciated.

### **Municipal Surveys of Historic Structures**

Perhaps the most focused and effective educational tool available to local historical commissions is their local surveys of historic resources. When distributed to owners of properties and to realtors, this information can be enormously effective in influencing the actions of owners in preserving their properties.

Forms are effective in the information that they convey---especially where an owner may not have been cognizant of the full historical or architectural value of their property---and for the opportunity that the distribution of the forms gives to local commissions in reminding owners that they are stewards of the community's history. However, the degree of effectiveness of the survey forms is in direct relationship to owners receiving copies of them. Therefore, a system must be created to assure that the surveys are distributed, that owners receive new information about their properties and that they are requested to become partners with the Historical Commission in adding to this information.

### **Slide Programs/Speakers Bureau**

Slide programs are especially effective educational tools because of their visual character and flexibility. Every community should have slide programs on the following topics:

- The historical progression of architectural styles in the community.
- An overview of the history of the community, as told through images of its historic sites.
- The evolution of the economic base of the community and the role that the landscape played in the development of the economy.
- A history of the people and culture of the community, as told through the places where residents have lived and worked.
- A narrative history of special events in the community.
- A history of the development of the landscape, described using surficial geologic terms, and the influence that this geologic history has had on the use of the land.
- Narrative/visual summaries of reports, such as preservation plans.

Slide programs can also be videotaped and kept on file at the proposed preservation resource center at the Lucius Beebe Memorial Library for public access and use.

The Wakefield Preservation Plan has generated a substantial collection of slides that can be used to develop such programs.

### **House Tours**

House tours are excellent educational programs because they place individuals personally within an historical context. Because of this, they have a "realness" to them that can't be replicated by other means. They also have the personal touch that other educational approaches do not have.

### **House Plaques**

House plaques are simple plaques placed on historic properties that identify the historic name of the structure and the date of construction of the original part. House plaques have an intangible but nonetheless very effective result in protecting a structure from demolition or major alteration. Their preventive power lies in their visibility and the prominence that they give to the

structure's history. In effect a plaque says "this place is a valuable historic resource and should be protected."

The Wakefield Preservation Plan recommends that a house plaque program be initiated in the town.

### **Walking and Bus Tours**

Historic walking tours can focus either on urbanized neighborhoods or integrated into environmental hiking tours. Walking and bus tours are an excellent way of addressing the "big picture" of historic preservation. Such tours bring residents out-of-doors where they can experience the relationships between buildings and the surrounding landscape. Outdoor tours provide an opportunity to familiarize citizens with the need to protect historic landscapes and archeological sites, not only buildings.

### **Interpretive Monuments**

When historical structures disappear, one way to preserve the memory of the significance of a site is to place a commemorative marker within public view. These monuments provide an opportunity for the public to know that something significant occurred or existed at this location. When a significant structure or site is gone, that may be the best that can be done.

However, the significance of commemorative markers should not be minimized. Where a marker is placed on open land, it has the same effect as an historic plaque placed on a structure: it has a tendency to protect the site from being defiled. For example, if a subdivision was proposed for an open site that had a marker near the road that identified the site as having some historical significance, the marker would have notified the public that the site has historical value and that options to conventional development should be explored.

These options could include purchase of a full fee interest in the property; the purchase of a conservation restriction; reservation of the most historical part of the site through the development of the site in an open space or cluster subdivision; or development of the site at a less density that would preserve part of the site. Had the marker not existed, the significance of the site would be known to only a few persons in the community and the momentum to develop as a conventional subdivision would be insurmountable.

### **School Curriculums**

The integration of historical components into school curriculums received an impetus from the Massachusetts Education Reform Act. The Social Studies Frameworks that developed out of the act require the integration of Massachusetts history into the teaching of history. This requirement provides an opportunity to include local history into the curriculum as a way of illustrating larger state and national concepts.

The Wakefield Preservation Plan recommends the creation of “history units” that would parallel and complement school curriculum frameworks and be integrated with current local history initiatives. Historic preservation needs to be emphasized in these school programs.

## **News Articles**

Newspaper articles provide a readily available source for reaching a wide local audience on issues related to local history and historic preservation. Articles can originate from a reporter covering an event (a lecture, a house tour, a bus tour or a walking tour); a controversy (the projected demolition or spoiling of an historic site); a dedication of a site that has been saved; an historical anniversary date (for example, the 200th anniversary of the groundbreaking for a local engineering project); an accomplishment (the acceptance of a National Register nomination or the receipt of a funding grant); or the publication of a report on local preservation efforts. Feature articles can also be suggested about events that occurred at local sites.

Articles can also be written by local preservationists and submitted to community newspapers as op ed pieces. Letters to the editor are excellent for focusing on specific issues of topical concern or for following up on a news article.

Preservationists frequently assume that local newspapers are too pro-development and that they therefore do not support the goals of historic preservation. However, community newspapers are always looking for news stories and topics of interest to relay to their readers and they know that the general public is supportive of preservation objectives.

## **Exhibits**

Exhibits in well-traveled areas provide the opportunity to reach residents that may not attend special events related to historic preservation. Exhibits have the disadvantage of being passive but have the advantage of being able to remain in one location for an extended period.

Exhibits are most effective when they interact with a related event, for example, a photo competition that has an historic preservation theme or an exhibit that commemorates an anniversary of an historic event. The opening of an exhibit is usually accompanied by an article in the local newspaper.

In Wakefield, an annual photo competition sponsored by the Wakefield Historical Commission might be an excellent opportunity for residents to see the beauty of their historic structures and historic landscapes.