

**Creating
A Preservation
Ethic
In Your
Community**

***Preservation* is about
the conservative
notion that we should
maintain & preserve
our built environment**

***Preservation*
doesn't take
away property
rights
.....
It creates them**

**There is no need
to ever be
defensive about
*Preservation***

***Preservation* is
about community &
positive economics
as well as saving our
architectural
heritage**

***Preservation* is the
strategic ingredient for
the revitalization of
historic neighborhoods
and downtowns**

Preservation is an Outstanding economic tool for rehabbing houses and buildings

Preservation almost always costs less than new construction & keeps more money in your community than new construction

Preservation Creates Jobs

The Federal Historic Rehab Tax Credit has created over 2 million jobs since it was enacted in 1976

**Including over
58,000 jobs
in 2012**

**Preservation
oriented
Rehabilitation
projects spend
over 70% on labor**

**New
Construction
projects spend
less than 50% on
labor**

**Preservation has
been at the
forefront of the
“green
movement” for
over 50 years**

**The Language
We Use**

Well, That's
Not
Appropriate!



Non-Collaborative

“That balustrade is not appropriate.”

OR

Collaborative

“The railing system you’re proposing just won’t meet the guidelines. Can we assist you with some additional ideas?”



Don't Use Acronyms

**HPC
SHPO
COA**

**CLG
CDBG
NPS**

Communication



How can that crummy old window be any good?

Communication

**Educate
Before You
Mandate**

Provide Hands-On Training With Certified Local Government Dollars











**Don't Mandate
without a
Solution**





**Be sure everyone
affected
understands
the rules and why
they are important**

**True Collaboration
Includes Free
Technical
Assistance**





**Preservation is
not an exclusive
club!**

Preservation, is simply maintaining or preserving character

We must bring average old house owners who are property rights oriented into the preservation movement.

If we don't, they will feel disenfranchised and work to take preservation away from your community
