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 <u>ever</u> 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



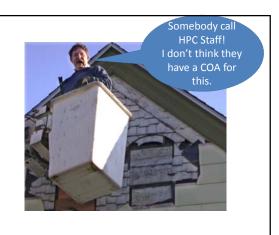
Non-Collaborative

"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 CLG SHPO CDBG COA 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