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 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 Wellse



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

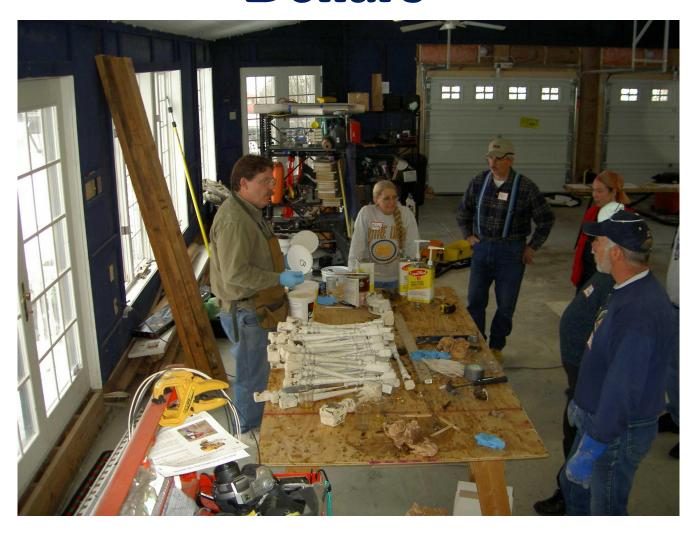
Communication



Communication

Educate Before You Mandate

Provide Hands-On Training With Certified Local Government Dollars











Don't Mandate without a Solution

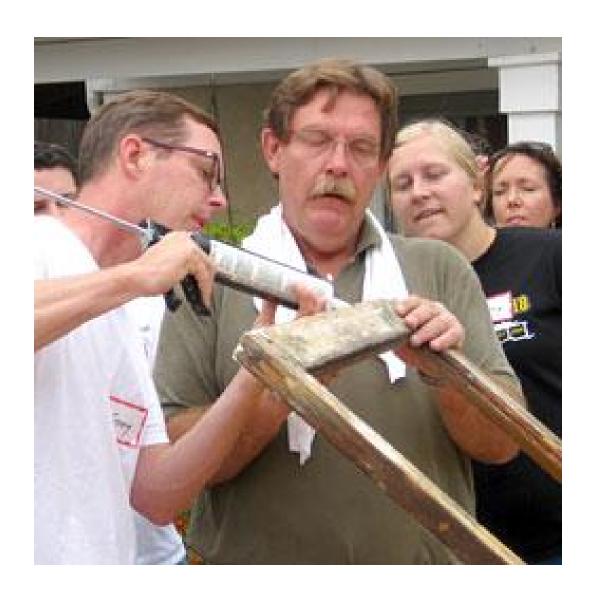




Be sure everyone affected understands the rules and why they are important

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