

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?”



Somebody call
HPC Staff!
I don't think they
have a COA for
this.

Don't Use Acronyms

HPC
SHPO
COA

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