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# HISTORIC PRESERVATION

## PART 1: WHAT IS HISTORIC PRESERVATION?

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Presented by Michigan  
Main Street, a program  
of the Michigan  
Economic Development  
Corporation



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## PART 1: WHAT IS HISTORIC PRESERVATION?

### Webinar 1 of 3 WHAT IS PRESERVATION?

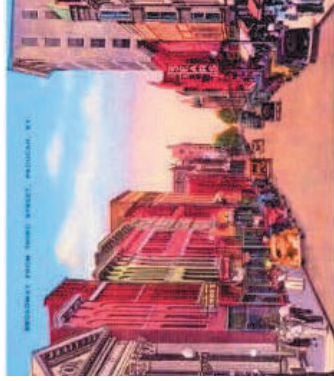
1. What do we mean by historic preservation?
2. Why encourage historic preservation?
3. When should you encourage historic preservation?
4. Preservation Partners
5. How to encourage historic preservation?

**Webinar 2: How to Encourage Historic Preservation: Storefront Design**  
**Webinar 3: How to Encourage Catalytic Revitalization**

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### **1850-1950**

Up until the second half of the 20th century, virtually everything that people needed was downtown.



You went to the doctor  
downtown

You went to the lawyer  
downtown

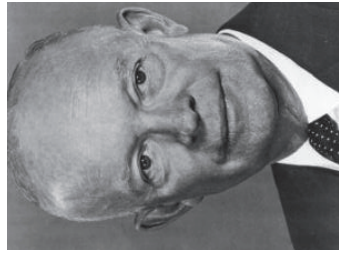
You lived downtown in a  
mixed-use building and  
children walked to  
school



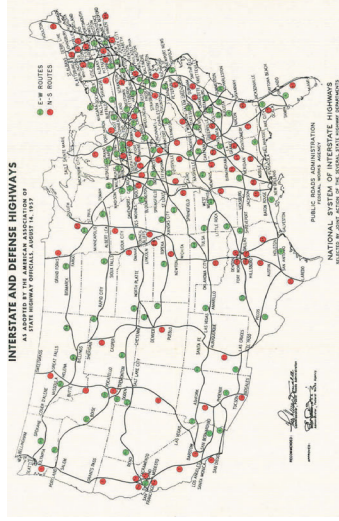
Downtowns were vibrant and exciting places to be.



So exactly what happened?

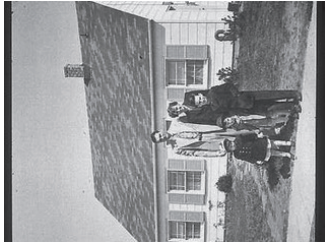


In 1956, President Dwight Eisenhower signed the Federal-Aid Highway Act, after decades of debate and planning, and the interstate network was born.

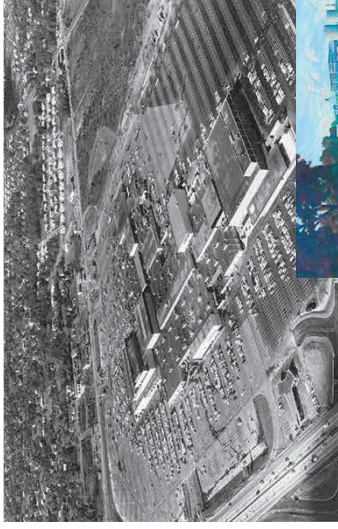
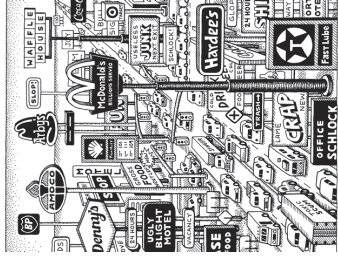


Agricultural land and natural landscape was rapidly eaten up by Planned Unit Developments and cookie cutter neighborhoods.





Promise of affordable housing, open spaces, safe streets, and similar neighbors.



Interstates opened up new land for development. Traditional patterns of commuting changed as offices, factories, and stores moved to the suburbs.

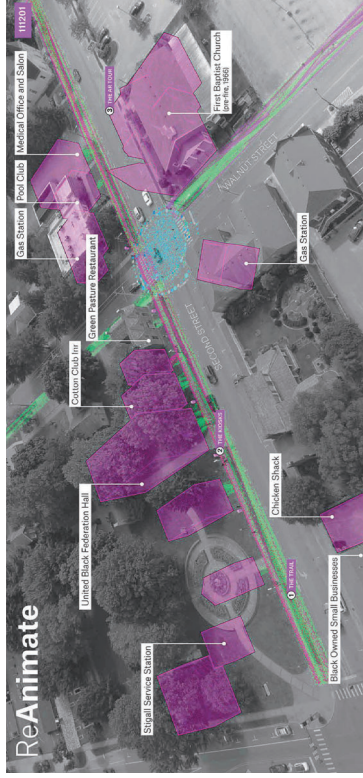


When people left downtown in significant numbers, local retailers found their business dropping off.



This had further negative impact on downtown economies ultimately affecting the value and condition of buildings, the tax base, jobs, and municipal investment.

## URBAN RENEWAL



Danville, Kentucky

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## WITH HERITAGE SO RICH

### INTRODUCTION

IN FORMULATING ITS FINDINGS AND RECOMMENDATIONS, THE SPECIAL COMMITTEE ON HISTORIC PRESERVATION HAS attempted to develop a program to encourage federal, state and local government, and private agencies and individuals to preserve communities, areas, structures, sites and objects significant to architectural, cultural, social, economic, political and military history and which contribute to the quality and meaning of American life.



1966 – With Heritage So Rich is published

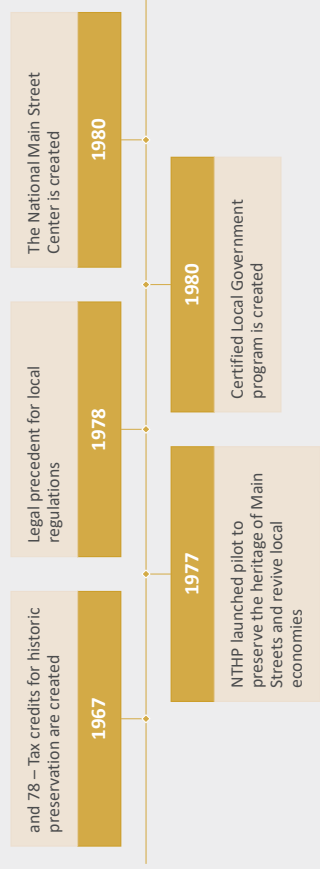
## NATIONAL HISTORIC PRESERVATION ACT (1966)

- + Set a national policy for preserving our heritage
- + Created a partnership program between the Federal Government and the State and Tribes
- + Established the National Register of Historic Places and the National Historic Landmarks programs
- + Defined a process for review of Federal projects



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## HISTORY OF HISTORIC PRESERVATION



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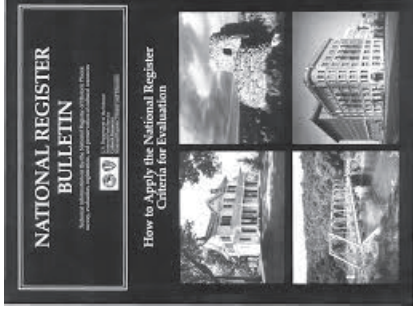
## WHAT DO WE MEAN BY HISTORIC PRESERVATION?

“Historic preservation  
is a conversation with  
our past about our  
future.”

The National Park Service

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## TYPES OF HISTORIC ELEMENTS



+ The study, documentation,  
designation, protection,  
and preservation of:

- Buildings
- Structures
- Districts
- Sites
- Objects

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## TREATMENT STANDARDS

- + **Preservation**
  - Limited Changes
  - Stabilization
- + **Rehabilitation**
  - Accommodates additions and new uses
  - Most widely applied
- + **Restoration**
  - Single period in time
  - House museums
- + **Reconstruction**
  - Recreates missing building/elements
  - Documentation critical



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## SOME FACTORS TO BE CONSIDERED

- The uniqueness of the structure or landscape (either as a historical place or in its current condition or position)
- Its community significance
- Its possible future
- Its current use
- Its state of repair
- The cost of preservation vs. that of rehabilitation
- The wishes of the community
- Restrictions imposed by tax incentives or other funding
- The availability of the expertise to carry out careful preservation or rehabilitation

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## WHY PRESERVE?

- + Increase community identity and pride
- + Reduce waste
- + Revitalize downtowns
- + Promote heritage tourism
- + General jobs
- + Increase property values
- + Support small businesses



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## WHY ENCOURAGE HISTORIC PRESERVATION

- + It preserves the historic, architectural, and aesthetic character and heritage of a community or area, and helps to provide a sense of place and continuity
- + It is an efficient use of resources
- + It preserves old methods of workmanship
- + It can add character and/or charm to a community and emphasize its uniqueness.
- + It can attract investment and change the nature of a deteriorating neighborhood or area
- + It can provide an opportunity for the imaginative or creative use of a building that has stood empty because it outlived its previous use, and at the same time solve a community problem.
- + It can be a good investment.

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## WHEN SHOULD YOU ENCOURAGE HISTORIC PRESERVATION

- + When the community is engaged in creating a comprehensive plan for growth and development
- + When there's a downtown or neighborhood planning effort
- + When there's a downtown or neighborhood revitalization effort underway
- + When affordable housing or another specific need is clear in an area and historic buildings are available to meet it.
- + When development is planned in an area that includes a historic structure or neighborhood
- + When a historic property is threatened.
- + When the community is engaged in a heritage tourism effort
- + As part of a job training effort

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## WHO SHOULD ENCOURAGE HISTORIC PRESERVATION

- + Public officials and planners
- + Owners of historic properties, including developers, businesses and industries, and individual homeowners
- + Community developers.
- + Those likely to benefit from tourism.
- + The business community.
- + Community activists, especially those concerned with the cultural heritage of the community.
- + History buffs.

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## PRESERVATION PARTNERSHIPS



Public Private

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## HOW DO YOU ENCOURAGE HISTORIC PRESERVATION

### + Incentives

- Tax incentives
- Other incentives
- Grants and loans
  - Historically significant properties
  - Transportation enhancement grants
  - Scenic byways
  - Heritage areas
  - Tribal properties
  - Miscellaneous federal grants
- Research into historic properties and historic preservation
- Grants from foundations and non-profit organizations

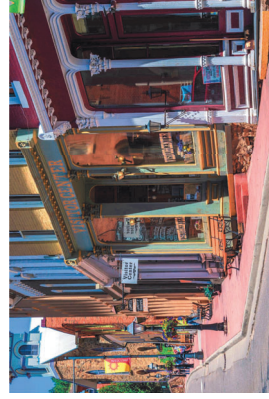


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## HOW DO YOU ENCOURAGE HISTORIC PRESERVATION, CONT.

### + Regulations

- Historic districts
- Historic buildings and other structures
- Design Committee
- + Help and support
  - Technical assistance
  - Support for and assistance with National Register status and other bureaucratic issues
  - Volunteer support

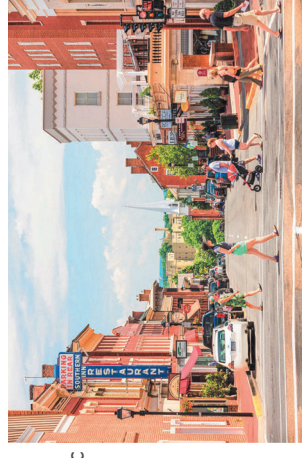


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## HOW DO YOU ENCOURAGE HISTORIC PRESERVATION, CONT.

### + Public education

- Acquainting the public with historic buildings and the history of the community
- Using the media
- Websites and social media
- School curricula
- + Advocacy



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## Downtown and Neighborhood Commercial Districts Matter

- Downtown is the economic engine, the big stage, the core of the community.
- Our historic downtown tells us who we are and who we were, and how the past has shaped us.
- We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity.
- Our historic downtown is the place of shared memories where people still come together to live, work, and play.



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*Thank you!*

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