



# **How Historic Preservation Connects People to Place** A Slightly Heretical Approach







# What is the Role of Historic Preservation in Today's Society?

- Defending that which cannot be replaced
- Sharing stories of place
- Showing LOVE for community





## **What Does Historic Preservation Mean Today?**

- 50+ year-old process
- Focused on saving establishment (White) history
- A great idea for everyone else

## **A Process Designed for Landmark Homes**

- Does not really account for regular/poor folks history
- Not always great about accommodating changes for new uses



# Where is the Value in Historic Preservation?

- Historic street grids
- Walkable places
- True stories & authenticity

## What about Historic Buildings?

- Sustainability benefit
- Potential tax credit
- Direct revenue benefit

Its not just about architecture and design





# Talking About Preservation to Elected Officials

**ITS ALL ABOUT THE MONEY!**

Two guaranteed sources

- Certified Local Government
- Federal & State tax credits
- Preservation can NOT restrict paint colors (although HOA's can!)



## **Certified Local Government (CLG – NOT QLG)**

- Provides access to federal pass thru funding
- Available ONLY to CLG applicants
- Limited scope of activities with funding that rarely tops \$30K per project

## **CLG Requirements**

- Pass a Historic Preservation Ordinance
- Seat a Commission
- **Prepare for political fallout**

(Pro Tip: Don't ever adopt a district map)





## **National Register of Historic Places Listing**

- Honorary designation, no regular development restrictions

## **Provides Access to Tax Credits for Rehabilitation**

- 20% Federal Income Tax Credit
- 25% Georgia Income Tax Credit
- 100K Residential Credit



# **Tax Credit Limits**

## **Federal & State – Income Producing**

- Significant review fees (\$7000+)
- Opaque political process with variable decision making and no direct accountability
- Works best for projects over \$1 Million
- Developer dominated

## **Residential State Tax Credit**

- Works best with preservation architect
- Capped at \$100K



# Where do we go Next?

## Historic Preservation Needs to Change

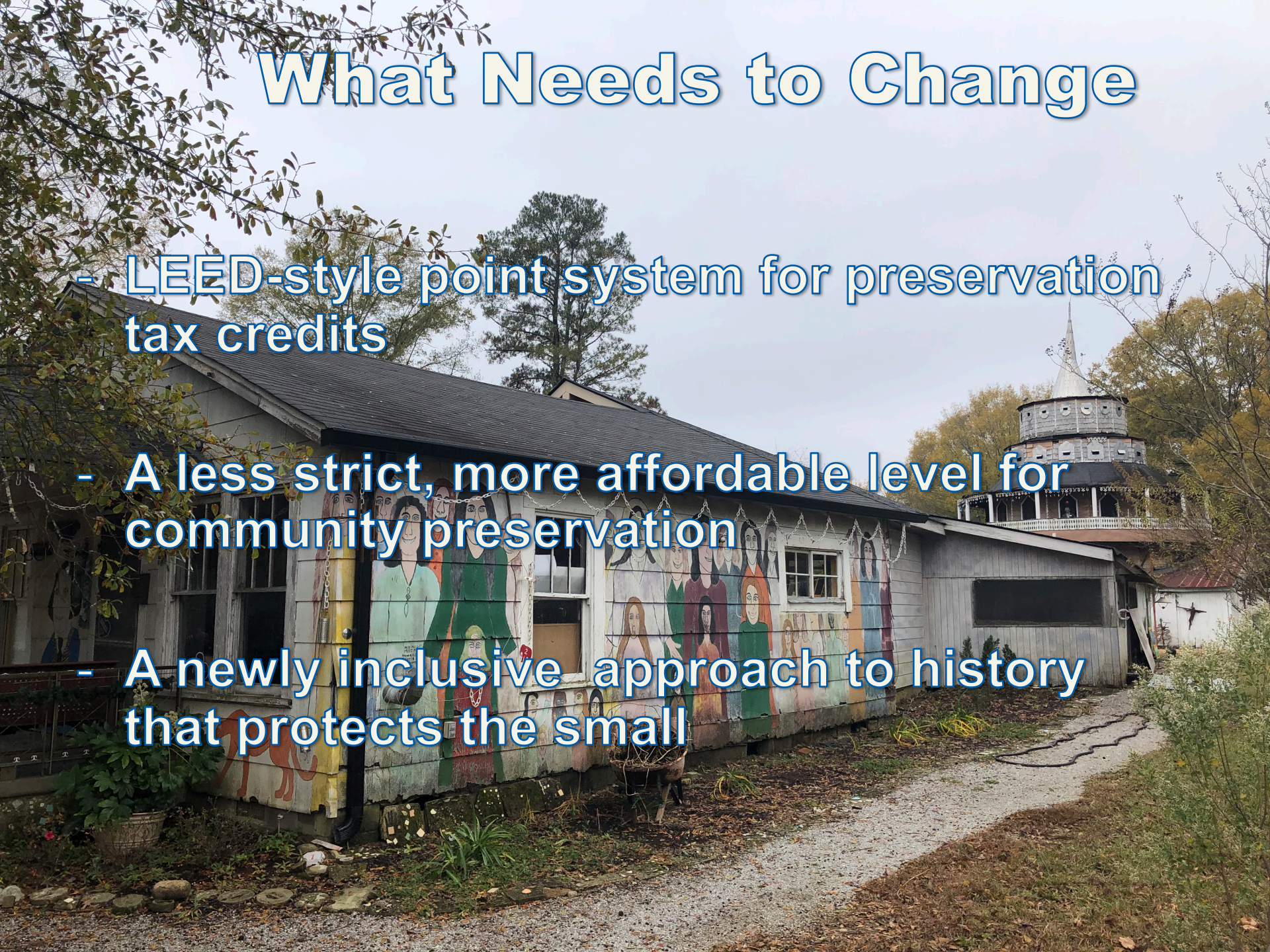
- More adaptable & accountable decision making
- Different levels of preservation
- New approaches to story





# What Needs to Change

- LEED-style point system for preservation tax credits
- A less strict, more affordable level for community preservation
- A newly inclusive approach to history that protects the small







## **The Atlanta Preservation Center**

- Sharing the LOVE for preservation
- Creating community beyond professionals
- Greater inclusion for all Atlantans
- Protecting the next generation of history



**This is not the end,  
it is a new beginning!**







BIG  
RIG



ATLANTA  
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