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

It's not just about architecture and design
Talking About Preservation to Elected Officials

IT'S 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!