

PRESERVATION IN ACTION:

Building, Growing, & Working with your city's Historic Spaces

PRESERVE

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TODAY'S DISCUSSION

WHY PRESERVATION?



Community



Economics



Stewardship

DESIGNATIONS



National



State



Local

OPPORTUNITIES



Main Street Program



Tax Credits





COMMUNITY

WHY PRESERVATION?

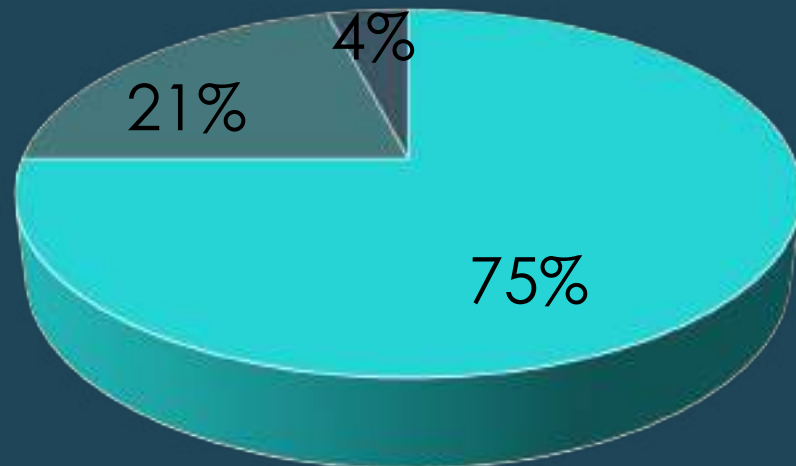
Benefits of Preservation



SOCIAL
BENEFITS



Connecticut's Median Household Income in
Census Tracts with Federal Historic
Preservation Tax Incentive Programs



■ Less than \$25,000

■ \$25,000 to 49,999

■ More than \$50,000

Based on a 2011 Study
"Investment in Connecticut:
The Economic Benefits of
Historic Preservation



COMMUNITY

WHY PRESERVATION?

Benefits of Preservation



CREATIVE/LOCAL
BUSINESS RECRUITMENT



"There's this historic texture that makes this space homey...We're excited to be a part of a much more intimate community."

– John Johnson, business owner,
Phoenix's Warehouse District



COMMUNITY

WHY PRESERVATION?

Benefits of Preservation



UNIQUE COMMERCIAL
DESTINATION



VS



COMMUNITY

WHY PRESERVATION?

Benefits of Preservation



QUALITY DESIGN

BEFORE



AFTER





ECONOMICS

WHY PRESERVATION?

Benefits of Preservation



JOBS



VS.



\$1 Million Spent on
Rehabilitation



14.6 Jobs



\$1 Million Spent on
New Construction



11.2 Jobs

Example from Delaware State &
Place Economics 2016 "Measuring
the Economics of Preservation" Report



ECONOMICS

WHY PRESERVATION?

Benefits of Preservation



PROPERTY
VALUES



On Average,
assessed values of
Virginia's HRTC
Projects increase
170% and the halo
effect raises
neighboring values



COMMONWEALTH
PRESERVATION GROUP



ECONOMICS

WHY PRESERVATION?

Benefits of Preservation



Georgia heritage
tourism supported
117,000 jobs and
\$203,850,000 in
salaries and wages in
2011 alone.

HERITAGE TOURISM



According to Good News in Tough
Times: Historic Preservation & the
Georgia Economy



ECONOMICS

WHY PRESERVATION?

Benefits of Preservation



INVESTMENT
PROTECTION





STEWARDSHIP

WHY PRESERVATION?

Benefits of Preservation



DOWNTOWN
REVITALIZATION





STEWARDSHIP

WHY PRESERVATION?

Benefits of Preservation



ENVIRONMENTAL
IMPACT



**Construction debris
accounts for 25% of the
waste in municipal waste
stream each year!**

According to National Trust for
Historic Preservation: Sustainability by
the Numbers.



STEWARDSHIP

WHY PRESERVATION?

Benefits of Preservation



INCREMENTAL
MAINTENANCE

PRESERVING WINDOWS FACT SHEET

More heat is generally **lost** through the roof and uninsulated walls than windows. Adding a little more insulation can **save more energy** (and **money**) than replacing windows can.



The materials new windows are made out of (like vinyl or PVC) often create **toxic by-products** during production and are **not** as "green" as they are marketed to be.

While your historic windows were built to be repaired, lasting **50-100 years** or more, replacement windows cannot be repaired and often need to be replaced within **10-25 years**. To continually replace replacement windows is not sustainable.



Recouping your **money** on energy savings from the initial cost of replacing windows can take more than **100 years** to achieve.

If properly maintained, a historic wood window with weatherstripping and storm windows can be just as **energy efficient** as a new vinyl one. If thrown away instead, the waste created is an environmental and monetary **loss**.





NATIONAL

DESIGNATION – National Register of Historic Places

National Register of Historic Places

- Established in 1966 under the National Historic Preservation Act
- Goal of identifying, evaluating, and protecting historic and archaeological resources
- Resources include districts, sites, buildings, objects, and structures
- Overseen by the National Park Service



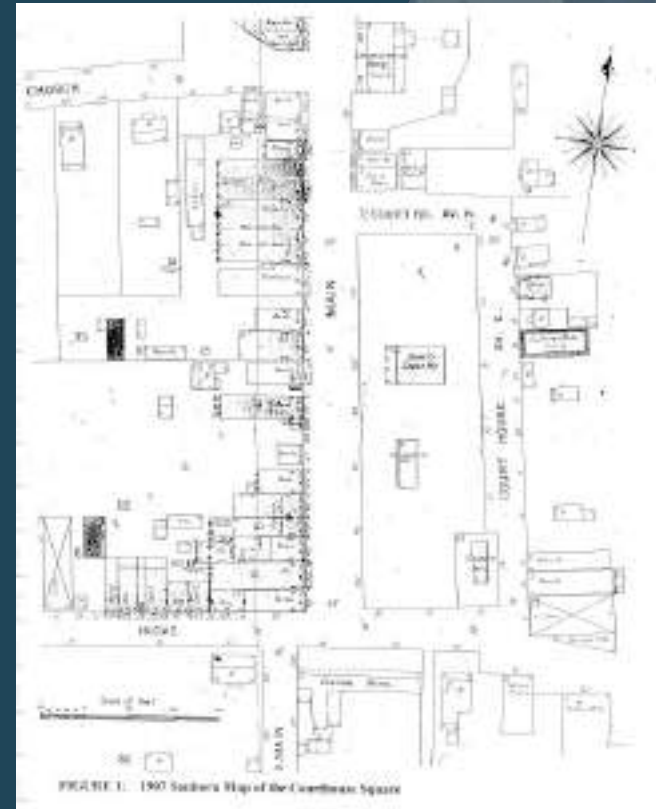


NATIONAL

DESIGNATION – National Register of Historic Places

General Criteria for Evaluation

- Is the resource at least 50 years old?
- Does the property have integrity?
 - Seven Aspects of Integrity:
 - Location
 - Design
 - Setting
 - Materials
 - Workmanship
 - Feeling
 - Association
- Is the property significant?





NATIONAL

DESIGNATION – National Register of Historic Places

National Register Criteria for Evaluation

- A. Associated broad patterns of our history.
 - B. Associated with significant persons
 - C. Architecture
 - D. Archaeology
-
- At the local, statewide, or national level





NATIONAL

DESIGNATION – National Register of Historic Places

Impact of National Register Listing

- **HONORIFIC** recognition designed to promote stewardship
- **NO INFRINGEMENT** on private property rights
- Requires State/Federal government to consider **IMPACT** when project planning
- Makes **TAX CREDITS** available
- Provides **NO PROTECTION** on maintenance and preservation of historic resources





STATE

AGENCY – Virginia Department of Historic Resources

Virginia Department of Historic Resources

- Manages the Historic Register established in 1966
- Mission is to foster, encourage, and support stewardship of Virginia's historic architectural, archaeological, and cultural resources
- Programs & Services include: Survey and Inventory, NRHP and Virginia Landmarks Register, Tax Credits, Certified Local Governments, Easements, and more
- Part of the Agency of Environmental and Natural Resources



DHR

Department of Historic Resources





STATE

DESIGNATION – Virginia Landmarks Register

Lawrenceville Historic District

- The Lawrenceville Historic District was listed in 1999 on the Virginia Landmarks Register and followed in 2000 on the National Register of Historic Places.
- Virginia's DHR works seamlessly with the Federal process and easily coordinates with them.



Lawrenceville Historic District Map from
the 2000 State/Federal Nomination



STATE

DESIGNATION – Virginia Landmarks Register

Impact of Virginia Landmarks Register Listing

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LOCAL

DESIGNATION – Local Historic District

What is a Local Historic District?

- Recognizes, protects, and preserves the City's history and architectural character
 - In Virginia, this is the ONLY legal means to protect
 - Adopted through the town's zoning ordinance as a classification and approved through a public process
- Manages change, but does not stop it
- Protect both public and private investments made within the District which create a sense of place and bring economic value to the City.





LOCAL

DESIGNATION – Local Historic District

Why a Local Historic District?

- Early implementation
 - Ready when you need it
- Expectations set across board that reflect community values
- Secure investments with clear, established plan
- Ensures the following is compatible with community's vision within the district:
 - New construction
 - Changes to building exteriors
 - Demolition or moving of structures





MAIN STREET PROGRAM

OPPORTUNITIES

Growing from Success

- The Main Street Program
 - Established in 1980
 - Tailored to local conditions
- Revitalization is informed by local and regional market data, and sustained, inclusive community engagement
 - NOT a one size fits all solution applied nationally
 - Instead, works for every community on building upon strengths and improving weaknesses
- “Four Points”
 - Economic Vitality
 - Design
 - Promotion
 - Organization





MAIN STREET PROGRAM

OPPORTUNITIES

Impact of Main Street Program

- Since 1980, nation-wide:
 - \$78.98 billion reinvested
 - 143,613 businesses started
 - 640,017 jobs created
 - 284,936 buildings rehabilitated
- “Nationally Recognized. Locally Powered.”
 - Get out what you put in



Washington, Mo.



Downtown Washington, Inc.

Organization Founded: 1989
City Population: 14,061
Dollars Reinvested: \$64.8 million
Net Gain in Businesses: 112
Net Gain in Jobs: 435



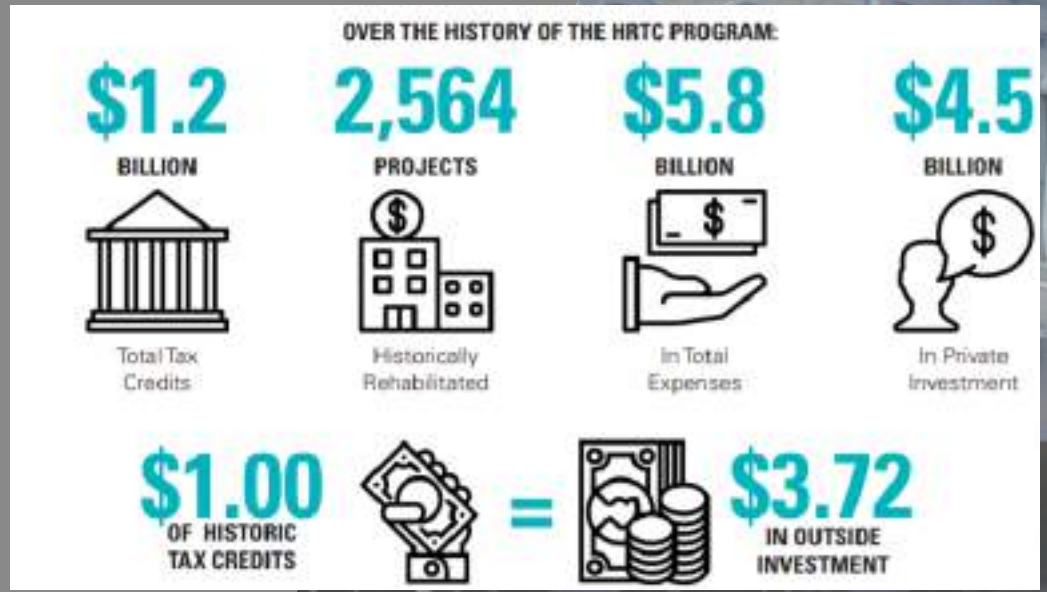


TAX CREDITS

OPPORTUNITIES

What are Historic Rehabilitation Tax Credits?

Historic tax credits are a dollar-for-dollar reduction on income tax liability for taxpayers who rehabilitate historic buildings.





TAX CREDITS

OPPORTUNITIES

Historic Rehabilitation Tax Credits – Federal vs. State

Federal Credit

- Administered by National Park Service.
- Available to **income-producing** buildings only.
- Tax credit equals **20%** of eligible expenditures.
- 5-year holding period after project completion.
- 20-year carryforward, 1-year carryback.

State Credit

- Administered by Virginia Department of Historic Resources.
- Available to income-producing and **owner-occupied** buildings.
- Tax credit equals **25%** of eligible expenditures.
- No holding period.
- 10-year carryforward, no carryback.





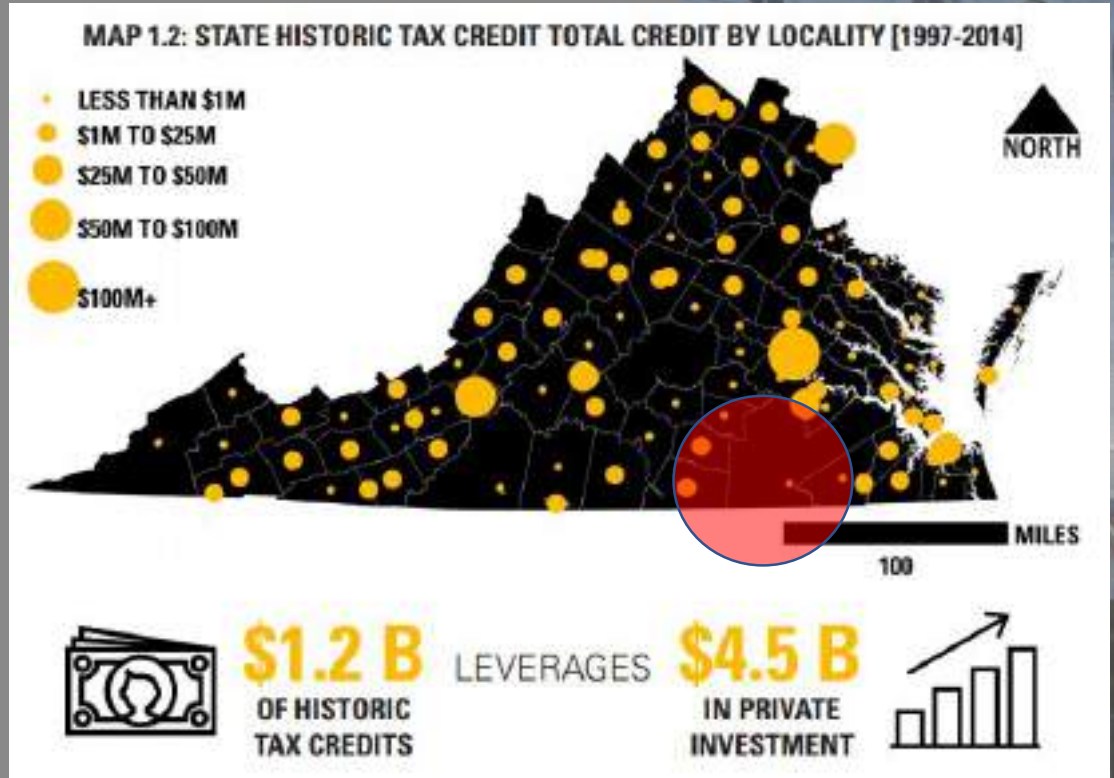
TAX CREDITS

OPPORTUNITIES

Historic Rehabilitation Tax Credits

Missed Opportunities

- Bring in Private Investments





TAX CREDITS

OPPORTUNITIES

Historic Rehabilitation Tax Credits

Missed Opportunities

- Bring in Private Investments
- Non-Metro Areas

TABLE A.1: SUMMARY STATISTICS OF THE VIRGINIA HISTORIC REHABILITATION TAX CREDITS PROGRAM BY MSA (2010-2014)

MSA	NUMBER OF PROJECTS	ELIGIBLE EXPENDITURES	NON-ELIGIBLE EXPENDITURES	TAX CREDITS
Blacksburg-Christiansburg-Radford MSA	6	\$7470,181	\$1,354,344	\$1,867,545
Charlottesville MSA	21	\$89,960,818	\$16,159,253	\$22,507,189
Harrisonburg MSA	7	\$24,706,307	\$4,453,766	\$6,176,577
Bristol MSA ¹	4	\$17,633,178	\$3,164,704	\$4,384,381
Lynchburg MSA	23	\$63,656,014	\$11,403,067	\$15,914,003
Richmond MSA	442	\$818,539,764	\$145,507,046	\$205,412,679
Roanoke MSA	38	\$150,822,912	\$27,035,511	\$37,703,312
Hampton Roads MSA ²	51	\$119,196,034	\$21,218,603	\$20,796,565
Northern Virginia MSA ³	84	\$157,074,323	\$27,913,875	\$39,325,150
Winchester MSA ⁴	13	\$100,583,794	\$18,067,016	\$25,146,024
Non-Metro Areas	62	\$149,809,463	\$26,762,234	\$37,451,759
TOTAL	753	\$3,091,522,798	\$382,094,418	\$425,882,083

Source: Virginia Department of Historic Resources



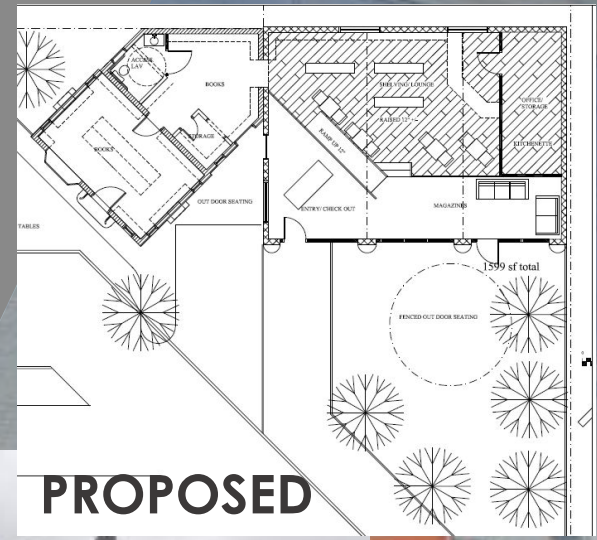
TAX CREDITS

OPPORTUNITIES

Tax Credits – A Case Study

401 Mason Avenue, Cape Charles

- *Built:* 1920s, 1950s
- *Historic Use:* Gas Station
- *Proposed Use:* Bookstore
- *Square Footage:* 2,000 Sq. Ft.
- *Estimated Rehabilitation Cost:* \$500,000
- *Possible State Credits:* \$125,000
- *Possible Federal Credits:* \$100,000
- *Total Anticipated Credits:* **\$225,000**



PRESERVATION PLANNING

A look ahead

OUTREACH & TRAINING

- Public Meetings
 - First Meeting: October 24th
- Education & engagement outreach
 - Inclusive & Continual
- Internal/External stakeholder meetings
- Gathering and Envisioning the future of Lawrenceville

STRATEGIES FOR REVITALIZATION

- Main Street Application
- State/National Register Update and Expansion
- Local Overlay District Update
- Design Guidelines



QUESTIONS?

Available by email:
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