What Kind of Preservationist are YOU?
Tools for the Next Generation

Pennsylvania Statewide Conference on Heritage

Friday, July 10, 2015
Learning Objectives

• Have some fun! (It’s not scientific!)
• Recognize our strengths and those of others
• Appreciate the value of team building - preservation requires people with different skills and approaches
• Observe some preservation personalities in action
• Understand the different approaches preservationists have and how they work together to achieve our common goals
Who Are We?

• Everyone in the audience identifies themselves as a ‘preservationist’
  – Big “P” or Little “p”?
  – Does it matter?

• We all care about our heritage and/or our communities and the places that represent those things

• We have different ways of tackling the problems facing our historic properties

• Why don’t always get along?
What do we mean by “Next Generation”?

• The next iteration of the field or movement of historic preservation
• Generational lines of preservation: relationship to the field
• Generations are a continuum but....
• We can all probably relate to these general time periods:
  • Originals
  • Old School
  • Middle Age
  • Newbie
Activity

What Kind of Preservationist Are You?
1. How long have you been a P/preservationist?

A. I am not a preservationist.
B. 0-4 years
C. 5-14 years
D. 15-29 years
E. 30+ years
2. Which of the following statements best describes you?

A. I think old buildings are cool.
B. I volunteer in my historic community.
C. I own a historic property.
D. I work in a field related to historic preservation.
E. I am a historic preservation professional.
3. Which type of historic resource do you think is most important to preserve?

A. Covered Bridges
B. Historic Homes
C. Traditional Downtowns
D. Industrial Resources
E. Cultural Landscapes
4. Which architectural style do you prefer?

A. Early vernacular
B. Georgian
C. Italianate
D. Victorian
E. Art Deco
F. Mid-century modern
5. When do you think buildings are too new to be “historic”?

After:
A. 1799-1800
B. 1865
C. 1900
D. 1945-1950
E. 50 years ago
F. Never
6. What is the best way to use a computer to promote historic preservation?

   A. Post and share photos of cool historic places in and around your community
   B. Use CADD programs to design building renovations and spreadsheets to plan a viable project budget
   C. Write a petition, post it on Facebook and email it with 1,000 signatures to your elected officials
7. Who do you think should be taking the lead in the historic preservation movement?

A. Everyone
B. Owners of historic properties
C. Local elected officials
D. State/Federal government agencies
E. Nonprofit organizations / community groups
8. What is your preferred method for achieving change?

A. Gather facts, get assistance and educate others about the situation.
B. Make phone calls or send letters to elected officials
C. Take legal action to challenge the system
D. Have faith in the system and let it do its thing
9. What does the word SQUARE mean to you?
9.

A. It is a little gadget that plugs into my ipad or iphone that allows me to swipe credit cards at my business
9.

B. It is a tool that I use to draw perpendicular lines
9.

C. It is a small park in my community where neighbors gather to express our opinions.
10. Which do you believe is the most compelling reason to preserve historic resources?
10. A. Preserving historic places is good for the earth.

- Preservation utilizes the energy already embodied in historic buildings, and utilizes existing infrastructure.

- Continuing to use our existing buildings preserves open space, conserves natural resources, and allows room for agriculture and recreation.
10.

B. Old buildings are cool!

The quality of craftsmanship and materials can’t be matched. They just don’t make them like that anymore!
10.
C. Investing in historic real estate development makes good economic sense.

Rehabilitating buildings creates local jobs, supports the local economy, and generates tax revenues.
10.

D. Preserving historic places preserves a sense of community.

Traditional neighborhoods are healthy, friendly places to live and work. Their inherent texture and diversity help create a good quality of life.
10.

E. Historic places have cultural value.

They connect us with our history and enrich our lives. Preservation is important for humanity.
11. Which of the following quotes do you find to be most inspiring?

I’m a column-hugging, nomination-writing, mortar-repointing, house-restoring, sprawl-avoiding, paint-scraping, history-loving, photo-taking, PRESERVATIONIST!
11.
A. “The greenest building is one that’s already built.”
"We shape our buildings; thereafter, our buildings shape us."

Winston Churchill
11.
C. “When we build, let us think that we build forever. Let it not be for present delight nor present use alone.”

—John Ruskin.
"Old places have soul."

- homeowner Sarah Anderson
12. A historic house on the corner down the street from your house is abandoned and deteriorating. What do you do?
12.
A. Circulate a petition among local residents demanding that the municipality do something to stop the deterioration.

Begin attending local council meetings to make sure your voice is heard.
12. B. Call your friend who is a contractor/developer and suggest that he buy it and fix it up.

This is an opportunity to make some money and someone ought to jump on it!
12.

C. Organize an intervention with your neighbors: tarp the roof, board up the windows, and make sure the building is secure until something happens.

As long as the rain and the cats don’t get in, there’s time to work on exploring the possibilities.
12.
D. Meet with your town council representatives to talk about what can be done.

Is there an ordinance that can be enforced to stop the deterioration? If not, let’s do what we need to do to adopt one.
12.
E. Cash in your retirement fund and buy it in order to make sure it is saved.

You don’t know what you’ll do with it – maybe a museum, a bed and breakfast or a coffee shop – but you have to do something!
Results

What Kind of Preservationist Are You?
You are a BUDDING preservationist

Score = 25-55
You are a BUDDING preservationist

You may engage in preservation by:

• Traveling to visit historic places
• Living or work in a historic building
• Owning a historic building
• Helping others understand the connection between preservation, environment and quality of life
You are a BUDDING preservationist

**Strengths:**

- Tend to motivated by strong core values that align with the preservation movement
- Often new to preservation, so unencumbered by preconceived notions of how things *should* go

**Weaknesses:**

- Often unfamiliar with preservation tools and resources, so may miss opportunities
You are a PASSIONATE preservationist

Score = 56-82
You are a PASSIONATE preservationist

In addition to the strategies of the BUDDING preservationist, you may engage in preservation by:

• Being involved in advocacy efforts to strengthen policy and funding to support preservation
• Using social media to expand the preservation movement and raise funds for important projects
You are a PASSIONATE preservationist

**Strengths:**
- Strong emotions provide drive and energy for the cause
- Often good at rallying others

**Weaknesses:**
- Sometimes offends others or put them off (the “hysterical preservationists”)
- Sometimes speak or take a stand before they know all of the information
You are an EMBEDDED preservationist

Score = 83-109
You are an EMBEDDED preservationist

You may engage in preservation by:

• Sitting on the board of your local historical commission
• Having your house on a house tour
• Educating others
You are an EMBEDDED preservationist

Strengths:

• Often have a “get it done” mentality that motivates progress
• Proactively practice preservation rather than being reactionary; are often good negotiators or mediators

Weaknesses:

• Sometimes so close to a particular project or issue that they lose sight of the bigger picture
You are a PRACTICAL preservationist

Score = 110+
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<thead>
<tr>
<th>You are a PRACTICAL preservationist</th>
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<tr>
<td><em>You may engage in preservation by:</em></td>
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<tr>
<td>• Getting involved in the redevelopment of historic real estate</td>
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<tr>
<td>• Getting involved in the establishment of policy</td>
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<tr>
<td>• Serving as a problem solver and pragmatist</td>
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You are a PRACTICAL preservationist

**Strengths:**
- Often see the big picture and focus on larger issues
- Recognizes preservation as just one tool in a larger toolbox

**Weaknesses:**
- Sometimes viewed by others as “selling out” or allying with the opposition
- Sometimes jaded by experience and fatigue
Other Strengths / Weaknesses

What other strengths and weaknesses do you think we should highlight?
Pause for Adjustment

What do you think of your results?
You may move... (but you’ll be asked to explain why).
Case Studies

How do you approach preservation?
Case Study #1

Hotel or Parking?
Case Study #2

Community School
Case Study #3

Multi-generation preservation effort
Food for Thought...

• Using our powers for good is going to be key in next gen

• In the Next Gen...
  – What kinds of challenges will those of us who have been around for a long time likely see?
  – What about newcomers?
  – Are we welcoming those with connections or excluding by using the word preservationist?
  – Are professionals recognizing the validity of the “grassroots” strategies or criticizing them?
  – Value all allies, some in unexpected places
  – What can we do to promote successful preservation outcomes?

• Finding our place as preservation grows and evolves