ADVISORY ONLY

Share the Kool Aid

**HERITAGE ADVOCACY**
- Provide Design Assistance vs. Design Review
- Participate in City-Initiated Preservation Projects
- Review and Comment on National Register Items

**HERITAGE EDUCATION**
- Establish a Preservation Month Agenda
- Engage the Board of Education / History Teachers
- Research and Print Literature / Publications
- Develop a Heritage Website

**HERITAGE TOURISM**
- Develop a Walking/Driving Tour
- Support a Tourist Attraction Project/Program
- Showcase Your Product
**PROGRESSIVE POLICY**

*Catch More Flies With Honey*

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**PRIDE OF PLACE**
- Annual Preservation Awards Program
- Historic Markers
- Highlight Moments
- Nominations to the National Register

**FINANCIAL INCENTIVES**
- Facilitate Design Renderings
- Initiate a Façade Grant Programs
- Create Local Tax Incentive
- Assist with State/Federal Tax Incentives
- Accept Donations
- Create a Revolving Fund
- Solicit Easements & Identify Holding Agency
PROGRESSIVE POLICY
Walk Softly & Carry a Bundle of Sticks

BAD PRESS
Annual Most Endangered Program
Shame Letters
Court of Public Opinion

ECONOMIC HARDSHIP
Evaluate the Property not the Person
Burden of Proof & Evidentiary Checklist
Pay Attention to Equal Protection Issues

DEMOLITION BY NEGLECT
Proactive NOT Reactive
Unfit Buildings Ordinance w/ Different Goal
Observe Procedural Safeguards
DOCUMENTATION
Know Thyself

INVENTORY & SURVEY
Baseline
Mandate – State & National
Degree of Intensity
Methodology
Comprehensive / Thematic / Periodic

RESEARCH
Photographs
Scan Project
Archives
Oral Interviews
Thematic
Non-Static Sharing of Such
PRESERVATION ETHIC
Don’t Be The Redheaded Step Child

PROGRAM OF WORK
Preservation Plan
Comprehensive Plan
STWP
Community Agenda

LAYERED & INTEGRATED PLANNING POLICY
Zoning Ordinance
Building & Fire Code
Unfit Buildings
Downtown Development Plan
Urban Redevelopment Plan
Standard Design Details
Clear Understanding of the Tax Base
EXAMPLE 1
Support the Work of Others
EXAMPLE 2
Markers / Walking Tours
EXAMPLE 3
Publication

MADISON
A Classic Southern Town

Photography by Van Jones Martin and James R. Lockhart
EXAMPLE 4
Façade Grant Program
EXAMPLE 5

Façade Grant Program
EXAMPLE 6
Context-Based Design
EXAMPLE 7
Context-Based Design
EXAMPLE 7

Context-Based Design
EXAMPLE 8
Research
EXAMPLE 9

Intervention & Higher Power
EXAMPLE 10
Sticks & Carrots
EX 11
Integrated Planning Policy
EXAMPLE 12
Integrated Planning Policy
EXAMPLE 12
Integrated Planning Policy