

Preservation Tools for Smart Growth

Smart Growth Conference
January 2006

Matt Goebel, AICP
Clarion Associates
Denver, Colorado



Two Topics

- The economic rationale for preservation.
- Other tools to protect community character.

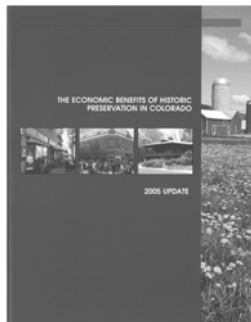


- Preservation supports economic development across Colorado

- ☐ Rehabilitation of historic properties
- ☐ Heritage tourism

- Preservation benefits the owners and users of historic properties

- ☐ Property values
- ☐ Affordable housing



Rehabilitation of Historic Resources

• Incentives for Rehabilitation

- ☐ State Historical Fund
- ☐ Federal Rehabilitation Tax Credit
- ☐ State Rehabilitation Tax Credit



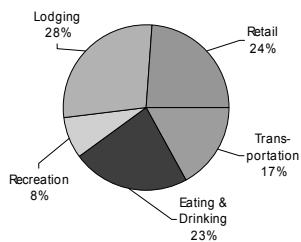
Over \$2 billion economic impact to Colorado over 20 years!

Heritage Tourism



Heritage Tourism

In 2003, heritage tourists in Colorado spent \$1.5 billion in five major categories:



This \$1.5 billion generated an additional \$1.9 billion in related expenditures for a total of \$3.4 billion.

Heritage Tourism

- **Heritage tourists are different than other Colorado tourists**

- ☐ Spend more (\$58 vs. \$55)
- ☐ Stay longer (5.3 nights vs. 5.1 nights)
- ☐ More likely to visit national and/or state parks and to visit museums
- ☐ 30% have incomes over \$75,000 per year



Property Values



Does local historic designation affect property values?

Property values in the designated areas increased in value either more than, or the same as, nearby undesignated areas.

Colorado Main Street

- **Linking historic preservation and downtown economic development in smaller communities across Colorado.**



Arvada
Berthoud
Brush
Canon City
Central City

Cortez
Greeley
Gunnison
Lake City
Montrose

Colorado Main Street



- **The Main Street Approach™:**

- ☐ Design
- ☐ Organization
- ☐ Promotion
- ☐ Economic Restructuring

Colorado Main Street

- **From 2001 to 2004:**

- ☐ \$623,365 for 64 façade rehabilitations
- ☐ \$14.86 million for 292 rehabilitation and new construction projects
- ☐ \$10.556 million for the purchase of 54 buildings



denver & the west

Historical proposal splits Greeley

Some want to see an older part of the city preserved, but others don't want rules imposed on them regulating additions to their houses.

By Monte Whaley
Denver Post Staff Writer



Brad Swift owns a home in Greeley's Cranford neighborhood that some want designated as historic. "I just don't want it imposed on me," Swift said. "It's so undemocratic, it's unreal." (Post / John Epperson)

What other tools are being used to protect community character?

• Common Concerns:

- ☐ Protect established neighborhood character.
- ☐ Continue successful, traditional development patterns.
- ☐ "Make development look good."



Conservation Districts

- Alternatives to strict historic district regulations.
- Design flexibility is allowed, so long as general character of neighborhood remains intact.
- Design guidelines are not overly detailed.
- Often structured as general overlay district template that can be tailored to specific neighborhoods



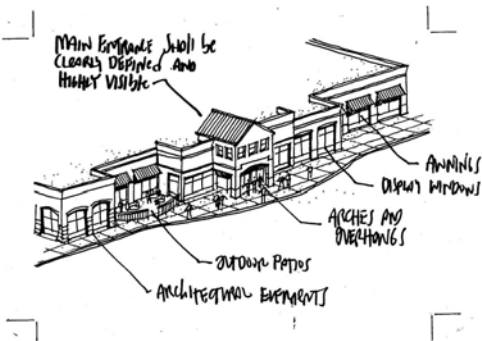
Big Box Retail Development



Big Box Retail Development



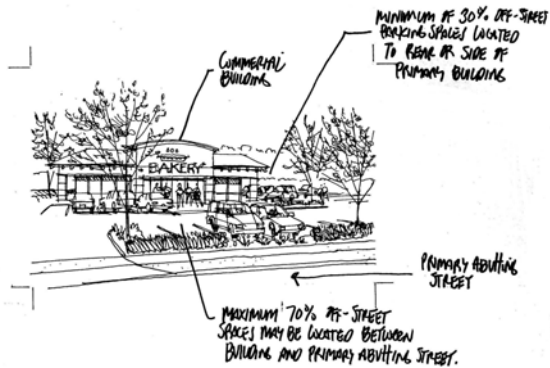
- Solutions:
- Sensitive landscaping
 - Smaller signs
 - Appropriate lighting
 - Setbacks uniform with existing development
 - Architectural styles and materials consistent with local traditions
 - Pedestrian connections
 - Relationship with the surrounding community





Commercial Infill Standards









Residential Compatibility Standards

- Fencing/screening
- Exterior lighting
- Noise (hours of operation, placement of loudspeakers, etc.)



Traditional Neighborhood Development (TND)



- Mix of uses & housing types
- Connectivity
- Civic buildings and public spaces
- Building relationships and form

Incentives

- Standards and procedures will only go so far – can we do more to protect community character?
- More flexibility (options, alternative compliance)
- Density bonuses
- Streamlined processing

Determine the Right Balance of Tools

- The “right” mix of tools depends on the political will of a community (regulatory vs. non-regulatory)
- Provide flexibility—through menus and choices.
- Be comprehensive!