



THE MAGNIFIED IMPACT OF HISTORIC PRESERVATION

Casey Woods
Emporia Main Street

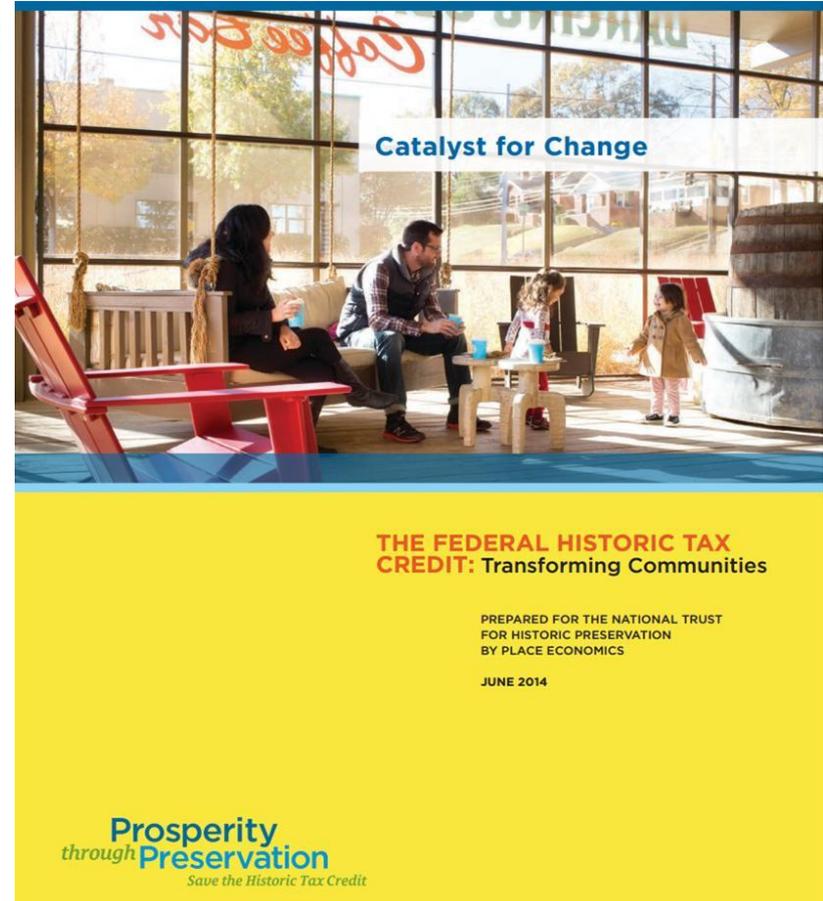
The IMPACTS of PRESERVATION

- District Anchors
- Economic Development Engines
- Job Creation
- Quality of Life
- Tax Base
- The “me too” factor
- Environmental Impacts
- Help PLEASE!



A New National Study

- The National Trust for Historic Preservation- The Federal Tax Credit- Transforming Communities
- 26 States surveyed
- 1:6 Investment Ratio
- \$50 Billion in Economic Activity
- 40,000 Jobs created
- Saving Population Centers



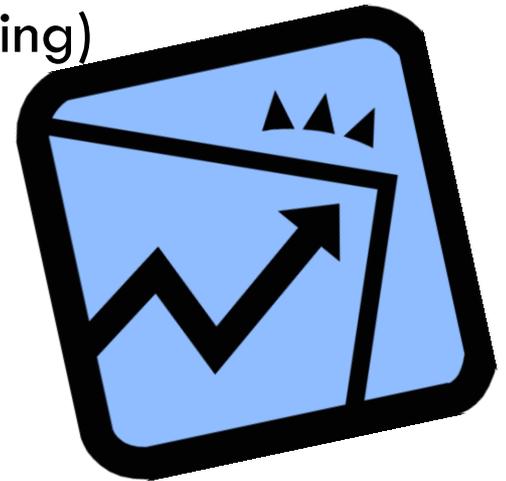
Economic Impacts- A Main Street Study

- Methodology of the Kansas Main Street Study
 - Kansas Main Street Quarterly Reports
 - State Office for Historic Preservation Data
 - Create an overlay of chronological data
 - Separate by independent criteria
 - Set a “snapshot” time frame (2-1-2)
 - Record as percentage change
 - Cited by several agencies



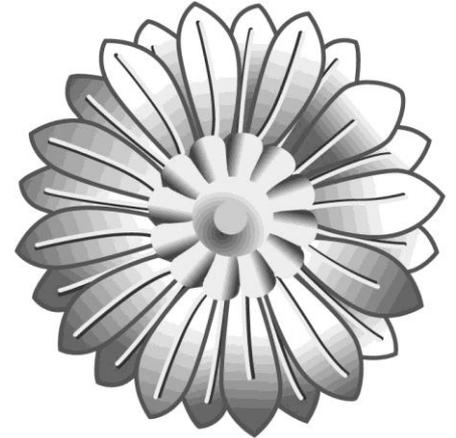
The Results

- Façade Projects increased 9% (following)
- Building Rehabs/New Construction Increased 24% (following)
- Building Rehabs/New Construction Increased 157% (year of)
- New Businesses Opening Increased 9% (following)
- Businesses Lost Decreased 42% (following)
- Jobs Created Increased 6% (year of)
- Jobs Lost Decreased 31% (year of)
- Jobs Lost Decreased 36% (following)
- In Emporia, The Granada Theatre Project directly led to 2 new buildings, 5 new businesses, 12 Apartments and several rehabs.



Kansas Preservation Alliance- Rutgers

- From 2002-2009
- 4,443 Jobs Created
- \$141,500,000 in wealth created
- \$56,200,000 added to the tax base
- \$271,000,000 in Gross State Product Produced
- Case studies utilized showed the adaptive reuse of several chronically vacant or underutilized core properties that are now income producers.
- Side note...



National Studies- Donovan Rypkema

- In Kansas, one million dollars in historic rehabilitation adds 23 jobs to the local economy (5 more than new construction & 7 more than manufacturing).
- The same million dollars adds \$734,000 in household income (\$162,000 more than new construction & \$256,000 more than manufacturing)
- Historic Preservation activities help stimulate small business growth. 85% of jobs in Kansas exist in small businesses and virtually all net job growth over the past decade has occurred in the small business arena.
- And then there are the environmental impacts...

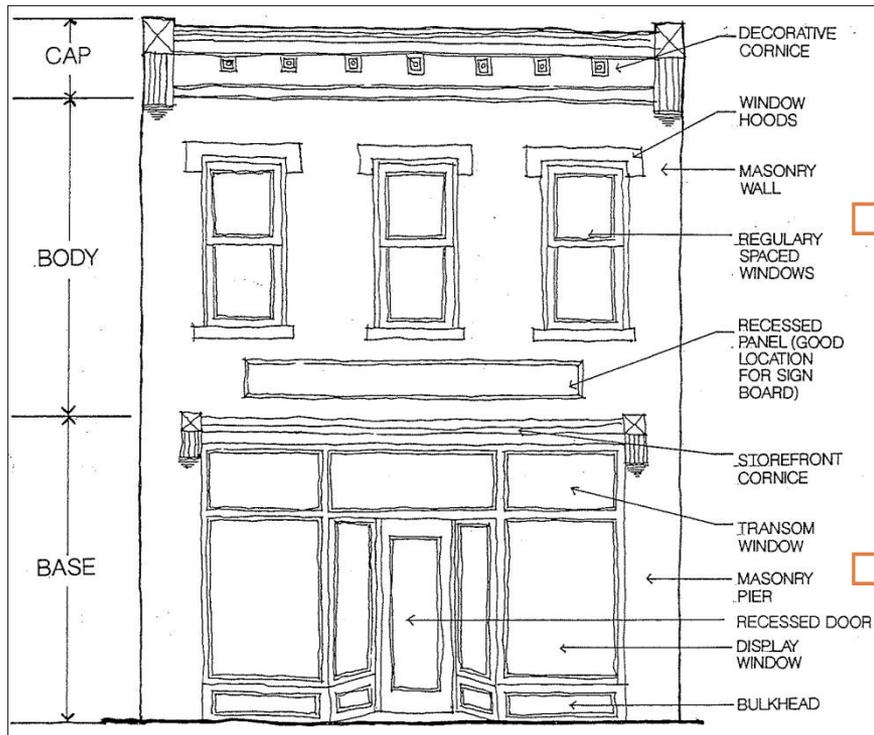


What does Preservation have to do with the Environment?



- Recycling, at its core, is about preservation of ENERGY.
- Every item constructed requires various levels of energy in its production.
- An aluminum can requires mining of materials, construction, packaging & shipping.
- This can represents 6,874 joules of energy.

Penny WISE & Pound FOOLISH



- A 25 foot store front embodies 9,239,075,328 joules of energy.
- Throw away a can, the energy is lost. Throw away a building and the same thing happens.
- New evidence confirms **WHERE** you build is just as important as **WHAT** you build.

Environmental Impacts of Preservation

- About 640,000 gallons of gasoline are embodied within a 50,000 square foot building
- Demolishing a 50,000 square foot building would create 4,000 tons of waste (enough to fill 26 railroad box cars).
- Constructing a new 50,000 square foot building would release as much CO₂ into the atmosphere as driving a car 2.8 million miles.
- Saving a 25 foot store front is the equivalent of recycling 1,344,000 aluminum cans.
- At our current pace, by 2030 we will have destroyed 1/3 of all existing buildings with enough embodied & replacement energy to power the state of California for a decade.



Small Repetitive Actions have the biggest impacts

- Historic areas are denser and encourage walkability
- What if we could all reduce our driving by 10 miles per day?
- The US would save 33,023,809,524 gallons per year
- Prevent 648,686,690,479 pounds of CO₂ per year



Absorption Rates

- Philadelphia- Population shrunk except in residential historic districts, leading to a net population increase
- Detroit- Historic home have maintained higher values and higher occupancy rates



Density Benefits

- Less public infrastructure to maintain
- Walking and biking improves public health
- Entrepreneurial incubation
- Establishment of an interconnected community
- Less fuel used- FHEDD 2,500



Now that we have a district...



Let's look at the progress...



The “me too” effect...



And more...



To the future...



And Beyond...



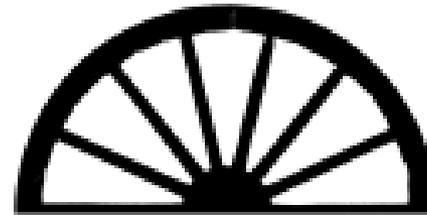
LIFE

Why all the development?

- Good developers want buildings that maintain their value over time.
- Good tenants want quality developments for commercial or residential applications
- Good customers want to shop, eat and gain entertainment in aesthetically pleasing areas
- Growing companies can tell everything they need to know about your city by how it takes care of its core.

Don't Go it Alone

- Professional Fundraisers
- Main Street Programs
- Architects & Engineers
- The State Office for Historic Preservation
- Preservation Consultants
- Arts Based Organizations
- Local Foundations
- **GRASS ROOTS EFFORTS**



KANSAS
HISTORICAL
SOCIETY



Questions on Today's Presentation?

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