



Historic Preservation Communications

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About Me:

Masters of Art in Historic Preservation

Co-Host of the Demolished Salt Lake Podcast

Works:

- NAPC Messaging Guide for Local Preservation Programs
 - Reviewer and contributor
- Carlisle house in Alpine Utah
 - Communications strategy and interviews
- Wall Avenue Baptist Church/Pioneer Post 66
 - Stephen K.F. and Katherine W. Lee Prize award winning research
 - Social media campaign to raise awareness and worked with non-profits to highlight on tours



State of Historic Preservation

- It's no secret that historic preservation is under attack.
 - The reason for this is largely due to its past focus on affluent, white-centric buildings and landscapes.
 - The vast majority of properties listed in the National Register of Historic Places (NRHP) and local historic district (LHD) properties throughout the country fall into this category.
- In an attempt to correct past wrongs, planning commissions are pointing at historic districts and their zoning as part of the problem.
 - This is a nationwide issue that has been brewing for years, particularly on the coasts.
 - Recently, large newspapers such as the New York Times have published anti-historic preservation articles due to these issues.

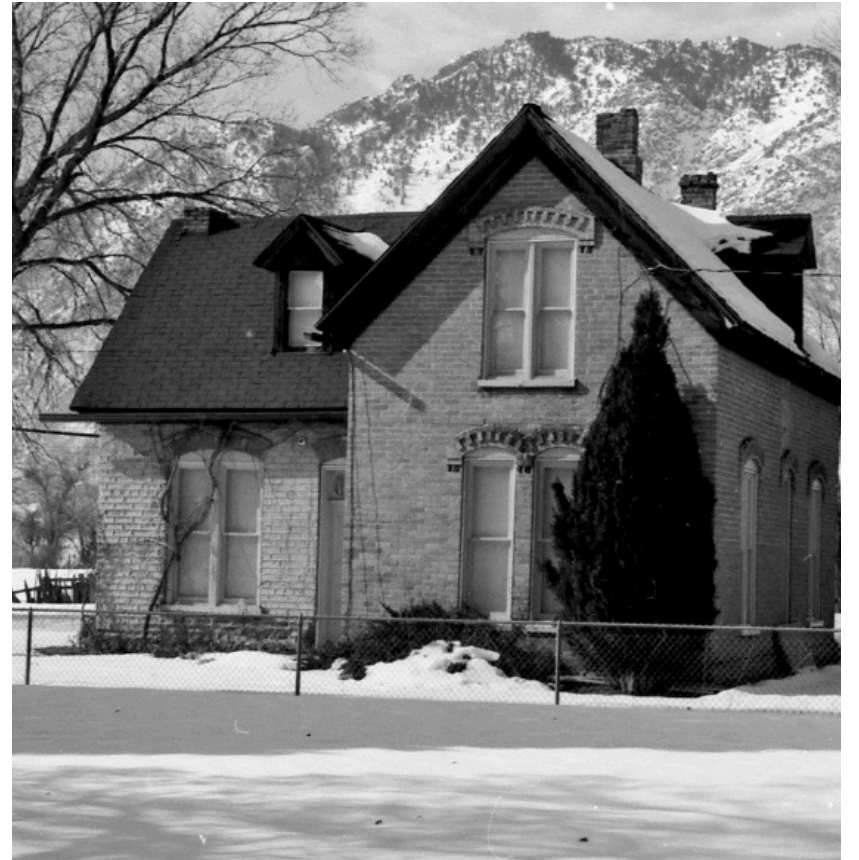
Old Historic Preservation Communications

- The focus of communication has mainly been on preserving buildings that fall into two categories.
- The first category includes buildings that are architecturally significant and were built by and for affluent populations. However, this approach has resulted in leaving out a large section of the population as only structures designed by well-known architects are considered to be architecturally significant.
- The second category includes buildings associated with historic figures and well-known personalities, which faces the same issue as mentioned above.



Going Forward

- Cities and states are now prioritizing affordable housing, density, sustainability, and equity. Historic preservation can contribute to all these issues, rather than being viewed as competing with them. Therefore, our messaging should shift to reflect this perspective.
- We need to put people first in our communication strategies for historic preservation. By prioritizing the needs of communities, we can create a sustainable future for our cities and states that also honors our rich cultural heritage.



People-Centered Communications

- When communicating with city and local leaders, it is important to emphasize messaging that is centered around people and their communities.
- This approach fosters a feedback loop that encourages engagement and collaboration between leaders and their constituents.
- By prioritizing people-centered communications, we can strengthen community ties and ensure that the needs and concerns of the people are heard and addressed.



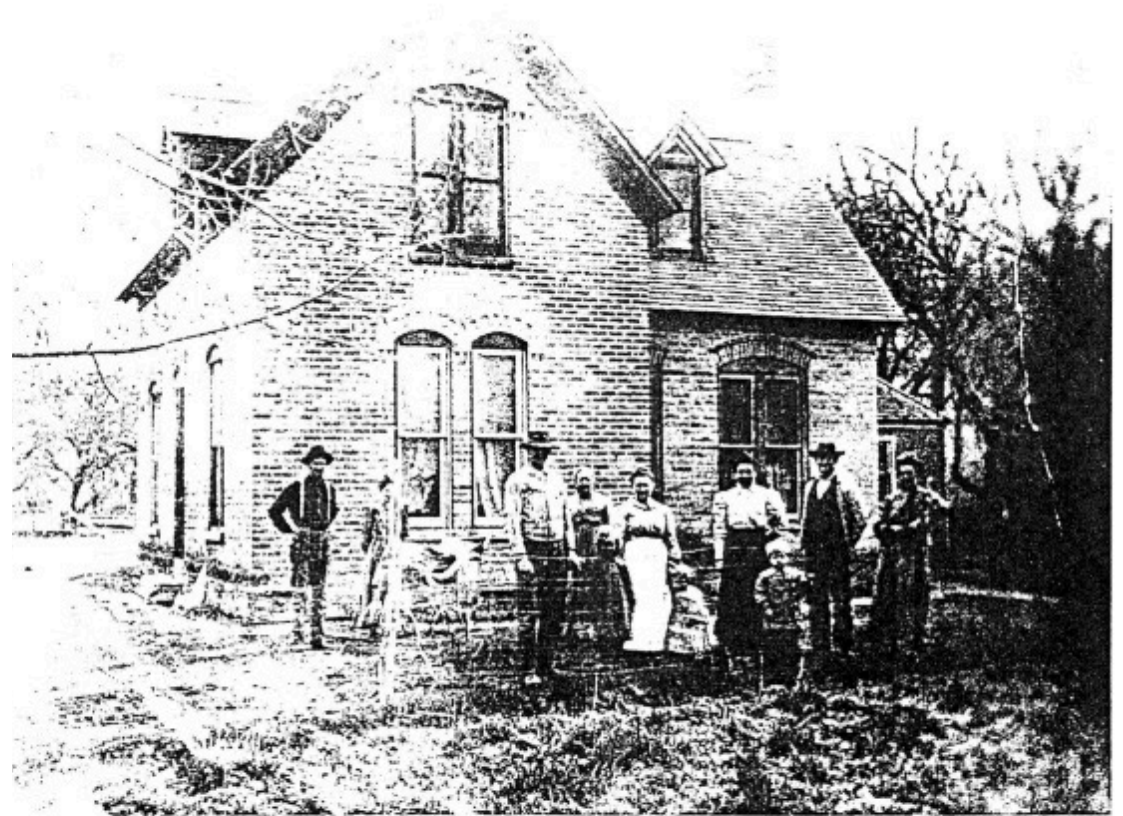
Talking Points

- Historic preservation should be integral to our affordable housing goals. These buildings, often smaller and more affordable, are not just structures but the embodiment of our community's identity. Without protection, there's a real risk they could be replaced by larger, less affordable homes, leading to a loss of our community's unique character.
- Historic preservation is fundamentally about community and responding to its needs. It's our shared responsibility to pool our resources and help other communities preserve what is special to them, promoting equity.
- Zoning – Why should we care about single-family zoning? Consider the Avenues, a high-density neighborhood teeming with diverse housing options like ADUs, triplexes, fourplexes, and apartments. It's a testament to what's possible when we rethink our approach to housing. Its historic landscape is still intact and thriving.



Other talking points

- Communal and personal wellbeing
- Community cohesion and engagement
- Place attachment and topophilia
- Local economy
- Shared resources to help traditionally marginalized communities
- Shared stake in the future
- How LHD's can help a city reach its goals



Members of the Carlisle family stand in front of the Old Thomas Fields Carlisle Sr. home at 125 South Main Street.

From Alpine Yesterdays by Jennie Adame Wild.
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