

Keep it Real:

Preserving with Authenticity

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PRESERVATION®

Oregon Main Street Conference
October 6, 2011

Overview

Why Preservation and Authenticity are Important

Sheri Freemuth, Program Officer, NTHP

Finding Authenticity with Preservation Tools and Partners

Peggy Sigler, Oregon Field Representative, NTHP

Maintaining Authenticity with an Historic Façade Program

Beth Ineck, Assistant Community Development Director,
Nampa, Idaho

Preserving Authenticity in Astoria

Rosemary Johnson, Planner/Historic Preservation Officer, City
of Astoria

Why Preservation and Authenticity are Important

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Sheri Freemuth, AICP
Program Officer
Western Office/Boise ID

Why preserve our historic resources?

- *Inspiration*
- *Education*
- *Recreation*
- *Economic viability*
- *Quality of Life*



Inspiration

- *Historic sites have value as art, as craft.*
- *They are priceless examples of the work of our forefathers.*
- *Many sites represent periods of significance individually and collectively.*



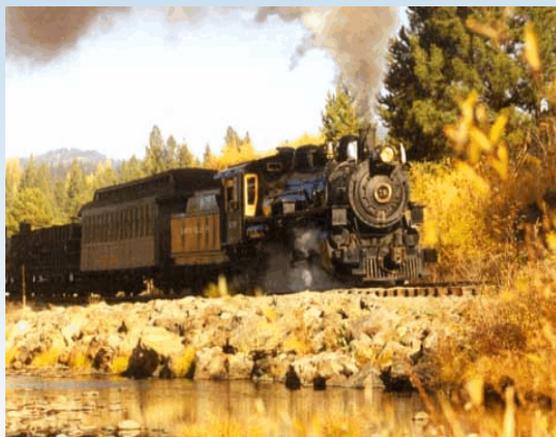
Education

- *Preservation physically links us to our past.*
- *More than archives and collections, we can walk in their footsteps.*



Recreation

- *Historic places are engaging and fun...*
- *Educational and family friendly...*
- *Scenic and unique.*



Economic viability

- *Conserves the initial civic investment*
- *Revolves around proven local assets*
- *Proven to be sustainable*
- *Creates jobs AND indirect growth*



Quality of Life

- *Ensures the unique, “unduplicated” place.*
- *Demonstrates diversity and evolution.*
- *Provides an environment where we want to live, work and play.*



Albany, OR

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MAIN STREET

A Project of the
National Trust for
Historic Preservation

To encourage downtown
economic development
within the context
of historic preservation

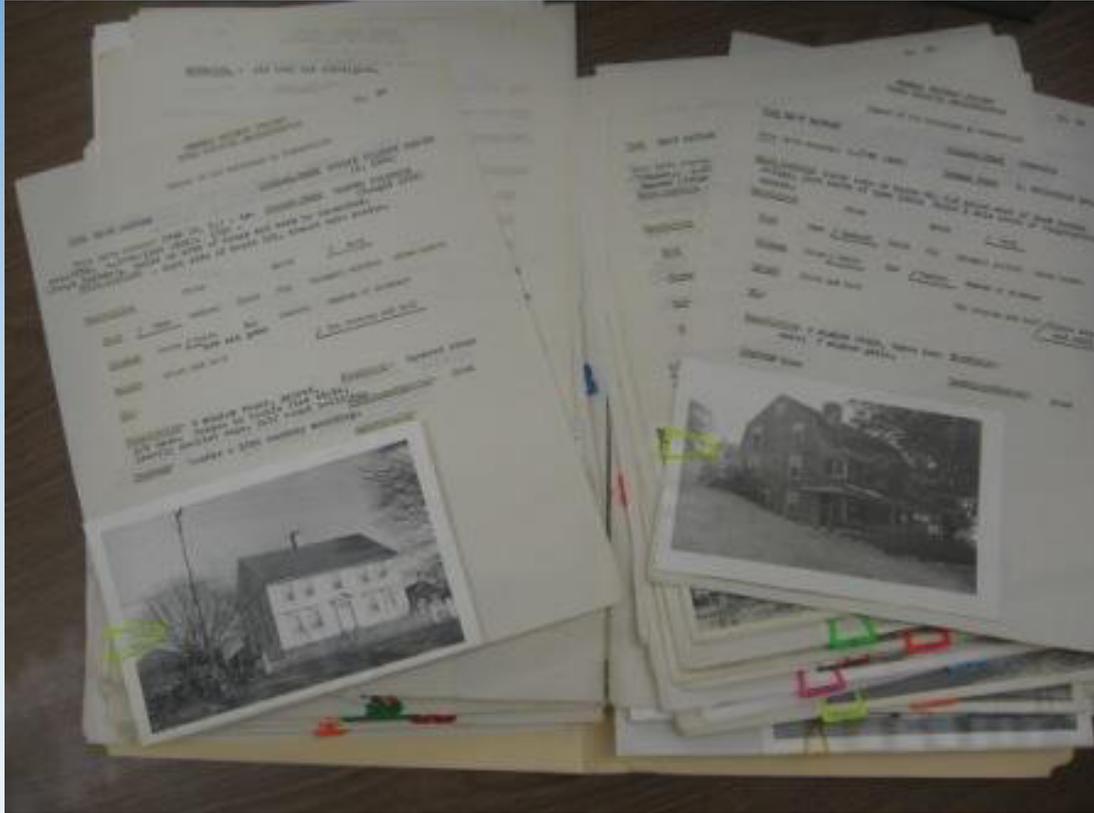
Three communities are
national models for this
goal: Galesburg, Illinois,
Madison, Indiana, & Hot
Springs, South Dakota



“...within the context of historic preservation.”

- What does that mean?
 - Identification
 - Restoration
 - Stewardship
 - Celebration
 - Evaluation

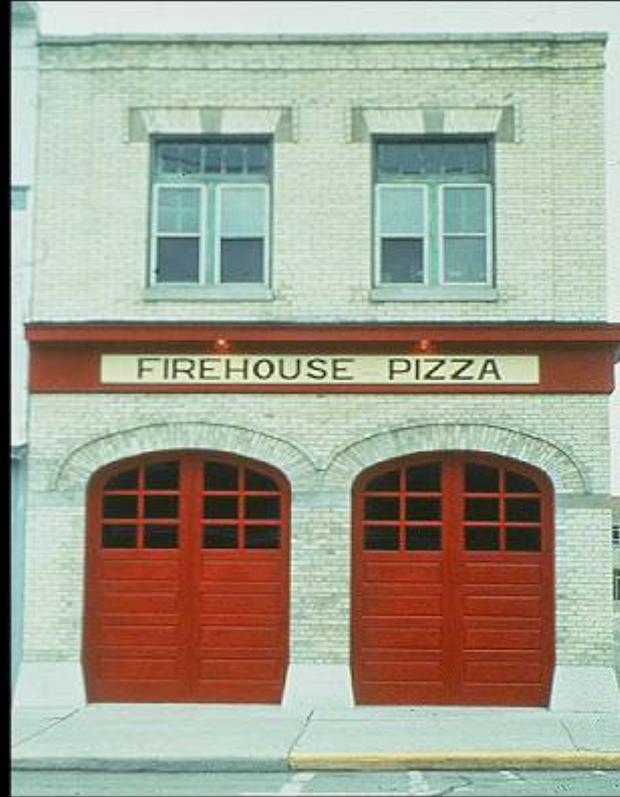
Identification...



Restoration, renovation, remodel...

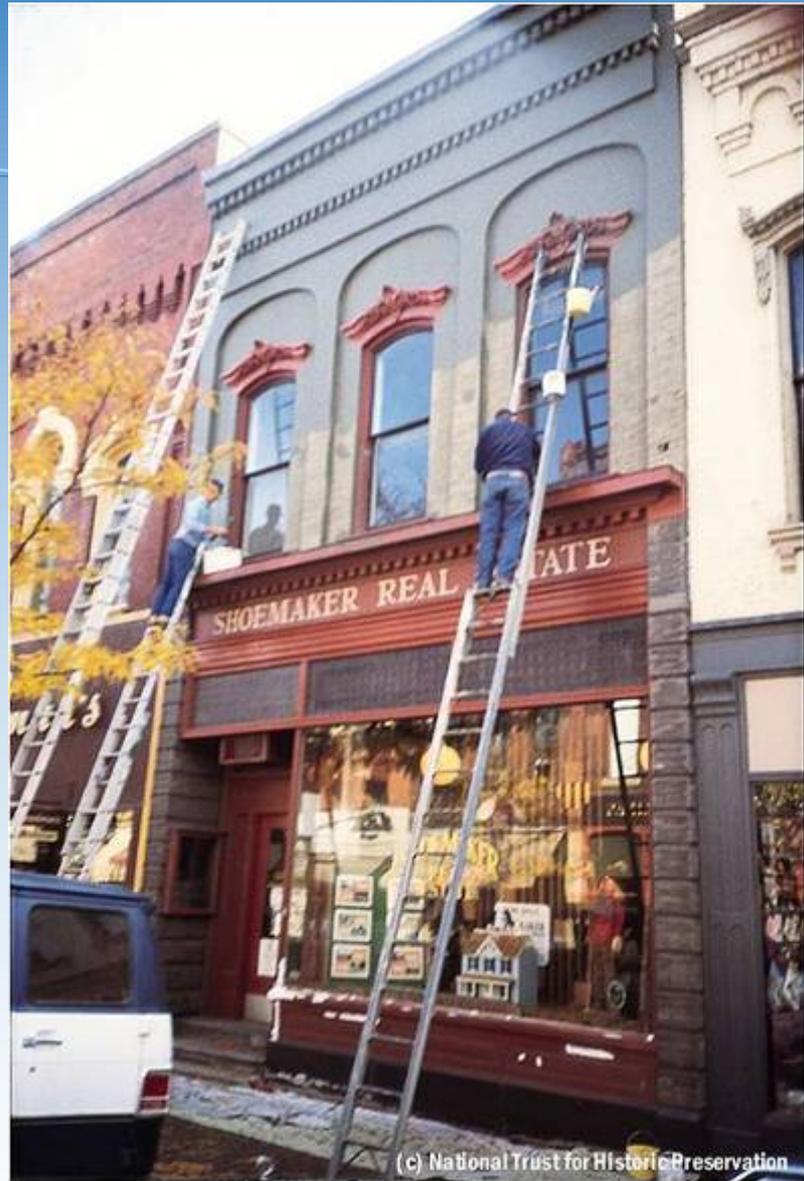


Sheboygan Falls, WI



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Stewardship...



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Celebration...



Evaluation...



Walla Walla, WA

Authentic (adjective); Authenticity (noun)

Merriam-Webster definition:

1. conforming to an original so as to reproduce essential features <an *authentic* reproduction of a colonial farmhouse>
 2. true to one's own personality, spirit, or character
- **Synonyms:** BONA FIDE, CERTIFIED, GENUINE, HONEST, REAL, TRUE
 - **Antonyms:** BOGUS, FAKE, FALSE, MOCK, PHONY, PSEUDO, SHAM
 - **Related Words:** ACTUAL, HISTORICAL, ORIGINAL

What is so great about the *real* thing?

- *“Genuine” is a treasure*
- *Real resonates with everyone*
- *Fake is tricky!*
- *Your key to success*



“Genuine” is a treasure

*Quality, original
materials*

*Priceless art,
artifacts and
architecture*

*Reproducible, but
not replaceable*



Real resonates with everyone

*A scale and
design that makes
us comfortable.*

*Often it is what
we know and
remember.*

*We believe it will
endure.*



Fake is tricky!

At a community scale, it is often theatre or entertainment.

It can be expensive,

Difficult,

...and not universally loved!



The key to success

What is true?

*What is at the
core?*

*Let REAL be your
guide!*



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Thank you!

Sheri Freemuth

sheri_freemuth@nthp.org

208-891-4121

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