Keep it Real:
Preserving with Authenticity

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

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.*
Historic places are engaging and fun…

Educational and family friendly…

Scenic and unique.

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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.
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

With the assistance of grants from the National Endowment for the Arts, Ford & Sons, Inc., and the Bush Foundation
“...within the context of historic preservation.”

• What does that mean?
  • Identification
  • Restoration
  • Stewardship
  • Celebration
  • Evaluation
Identification...
Restoration, renovation, remodel…

Sheboygan Falls, WI

(c) National Trust for Historic Preservation
Stewardship...
Celebration…
Evaluation...
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

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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.
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

sherifreemuth@nthp.org

208-891-4121

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