

STRATEGIES TO ENCOURAGE LANDMARK DESIGNATIONS

1. Educate about financial incentives:

- *Tax credits and exemptions:* Explain the federal and state historic rehabilitation tax credits, as well as local exemptions, that can significantly offset renovation costs.
- *Grants:* Inform owners about potential grants available for historic property maintenance and repairs.
- *Property value increase:* Showcase data demonstrating how landmark designation can enhance a property's market value.

2. Address concerns about restrictions:

- *Clear guidelines:* Explain the specific design standards and approval processes associated with landmark designation to alleviate fears of excessive limitations on renovations.
- *Flexibility:* Highlight that preservation guidelines are designed to maintain the historic character while allowing for necessary modern adaptations.

3. Community engagement:

- *Local history narratives:* Share stories about the property's historical significance and its connection to the community to foster pride and support for preservation.
- *Public events:* Organize walking tours, historical lectures, or community forums to raise awareness about the property's value.
- *Partnerships with preservation groups:* Collaborate with local historical societies and preservation organizations to provide expertise and advocate for landmark designation.

4. Personalized outreach:

- *Direct communication:* Reach out to property owners individually to discuss the potential benefits of landmarking their property.
- *Tailored approach:* Understand the specific concerns of each owner and address them directly.

5. Highlight intangible benefits:

- *Community legacy*: Emphasize the pride and recognition that comes with preserving a significant local landmark.
- *Cultural significance*: Explain how landmarking contributes to the preservation of the community's heritage and identity.

6. Important points to consider:

- *Professional expertise*: Consult with historians, architects, and preservation specialists to accurately assess the property's historical value.
- *Transparency and communication*: Clearly explain the implications of landmark designation to property owners, addressing any misconceptions.