



Heritage planning is associated with resource preservation, economic development, and community revitalization. Heritage resources, including historical, cultural, archeological, and scenic and natural resources are critical components of community character. These resources provide tangible social benefits and help define the unique aspects of local identity. Working from a sound management platform, communities can focus preservation efforts and use heritage resources as a significant contributor to the local economy. This strategy provides the essential elements for heritage tourism, the economic engine that makes preservation and revitalization sustainable.

Heritage Preservation and Tourism Planning



At a time when a proliferation of cookie-cutter housing tracts and cluttered commercial strip malls obscure traditional landscapes, it is even more important to ask the question, why preserve historic sites? Donovan Rypkema, author of *Virginia's Economy and Historic Preservation: The Impact of Preservation on Jobs, Business, and Community*, states that "generally property values associated with historic buildings and sites significantly outperform when compared to the appreciation rates of non-historic properties." In downtown Richmond, Virginia in the early 1990's, Rypkema performed a case study for renovated historic properties and concluded that "...the appreciation of renovated historic properties is substantially greater than the appreciation rates for new construction and un-restored historic properties...the per square footage value of the renovated properties is \$21 a square foot greater than that of new construction." (Donovan Rypkema - *The Importance of Historic Preservation in Downtown Richmond: Franklin Street Case Study 1990*)



Peter Johnston & Associates (PJA) works with clients interested in preserving their heritage resources. We develop pro-active plans that combine heritage tourism and small business development with preservation, cultural conservation, and education in a strategic effort to revitalize a community's social and economic health. PJA operates on the premise that for any preservation effort to truly succeed, it needs broad community acceptance and support.