

# CLARKDALE FOCUSED FUTURE II MINI-SUMMIT

Karl Eberhard • April 2012



**Reduce • Reuse • Recycle**  
Heritage Preservation • Flagstaff Perspective

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

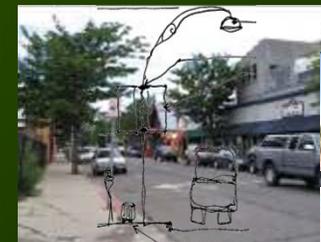
### ❖ Architect



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

### ❖ City of Flagstaff



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ Heritage Preservation Guidelines
  - ❖ Avoid resources;
  - ❖ If you see them, take a picture;



- ❖ If you don't have a camera, no worries ...

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ Downtown Flagstaff
- ❖ Example of Blight to Success



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ Downtown Flagstaff
  - ❖ Missing / Unplanned
    - ❖ Operations and Maintenance
    - ❖ Parking Problems



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### ❖ Heritage Preservation –

What's the pushback?

- ❖ Stuck in Time
- ❖ What I can do with my property ...
- ❖ Expensive
- ❖ Those crazy preservation zealots ...
- ❖ No need – Listed on the National Register

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### ❖ Stuck in Time



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ Not Stuck in Time: Four Standards
  - ❖ Preservation
  - ❖ Restoration
  - ❖ Reconstruction
  - ❖ Rehabilitation



Adaptive Re-use ...



Coming Soon

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

❖ What I can do with my property ...



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

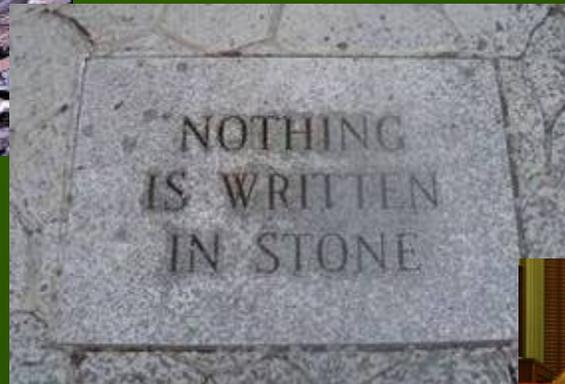
- ❖ Zoning control Like any other Zoning
- ❖ It's not about mimicking the past ...
- ❖ It is about
  - ❖ Community Character
  - ❖ Compatibility
  - ❖ Context



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

❖ Outsiders telling me what I can do ...

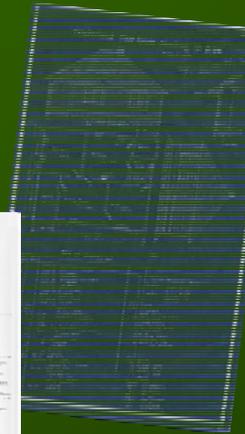
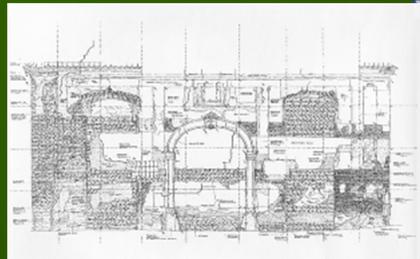


Zoning = Local Values

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

❖ Looking,  
Understanding,  
and Planning ...



... for resources valued by the Community

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### ❖ Documents for Informed Development Decisions



Maybe there are other options ...



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

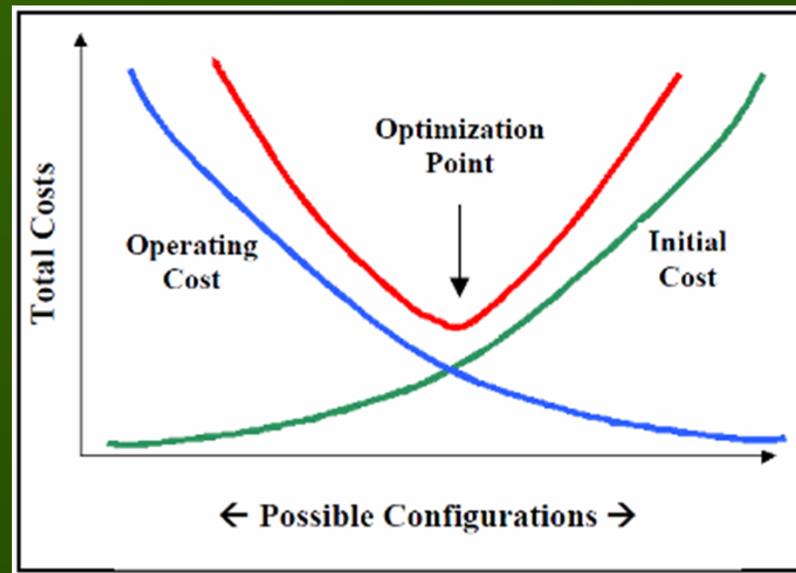
❖ Expensive:



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

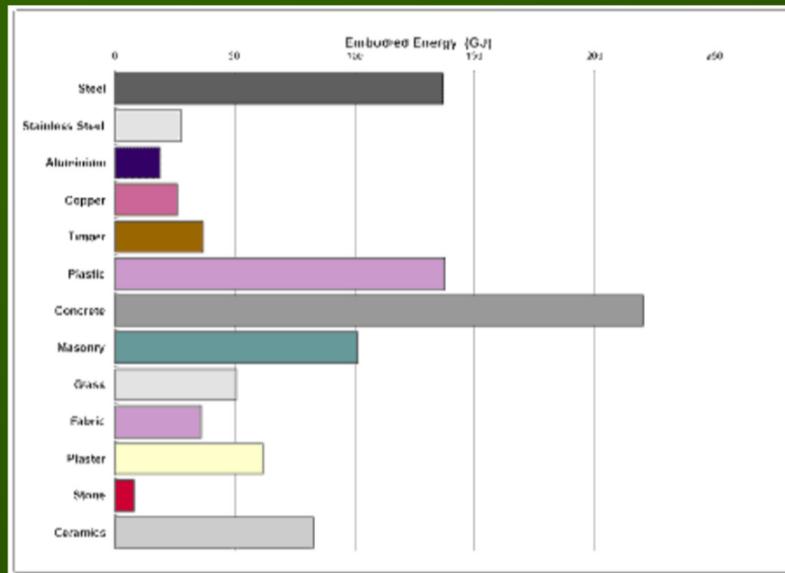
- ❖ Expensive:
- ❖ If Life-cycle Costs Ignored ...



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ Expensive:
- ❖ If Embodied Energy Ignored ...



About 8 gallons of gasoline  
per square foot ...

... or \$30 per square foot

Higher if you replace in kind ...

... "First Growth" Materials

... and Craftsmanship

# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ Expensive:
- ❖ If Costs Externalized ...

### Municipal Capital Costs

Costs	Higher Density	Medium Density	Rural Cluster	Rural Sprawl
Units/Acre	4.5	2.67	1	0.2
Schools	\$3,204	\$3,252	\$4,478	\$4,526
Roads	\$53	\$53	\$77	\$154
Utilities	\$336	\$364	\$497	\$992
Totals	<b>EXPENSE</b> \$3,576	\$3,669	\$5,052	\$5,672
Incremental Cost	NA	3%	41%	59%

Existing Development

New Development

Operating Costs are similar ...

Historic Properties Found Here

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ Expensive:
- ❖ If Costs Externalized ... Landfill ...

160 million tons per year ...



26 percent of total non-industrial waste generation in the U.S.

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### ❖ Those crazy preservation zealots ...

Also known as Public Participation ...



It is better to work *with* people ...

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ Listed on the National Register
- ❖ Federal Permit, License, or Funding
- ❖ All Others:



Local Preservation Required

# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

### ❖ Heritage Preservation – Why?



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ Cultural Preservation
  - ❖ Understanding / Learning from the past ...
  - ❖ Community Character ...
  - ❖ Custodial Responsibilities ...



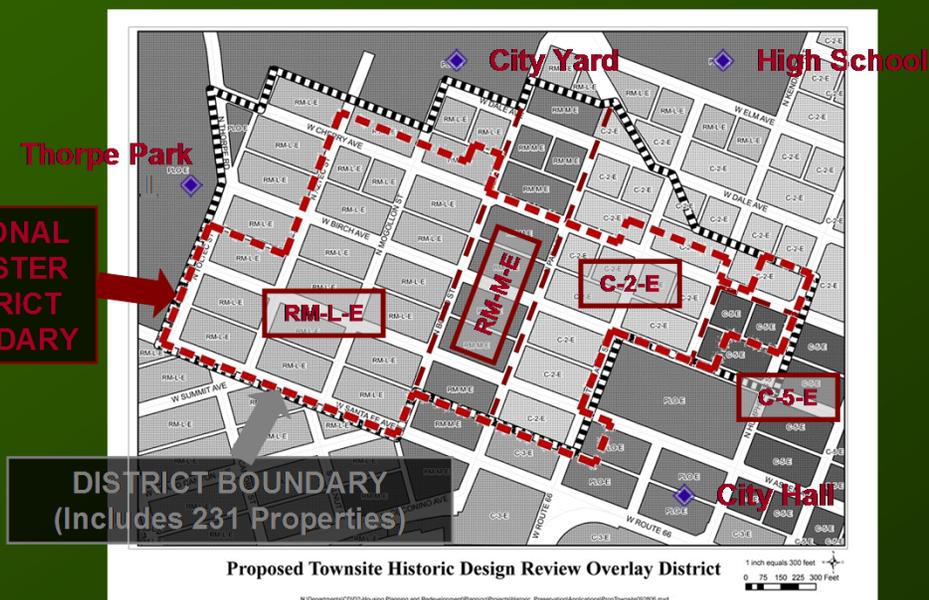
# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ Property Values
- ❖ Increased
- ❖ Stabilized



**NATIONAL REGISTER DISTRICT BOUNDARY**



Case Study: Townsite Overlay District  
Currently up 4%

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

❖ Economic Development

❖ Quality of Life =

Quality Employees =

Quality Employers



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ Economic Development
- ❖ Quality Jobs

The construction of 1,000 homes generates:

- 2,448 jobs
- \$79.4 M in wages

The same investment in housing rehabilitation generates:

- 2,838 jobs
- \$88.7 M in wages

How does *that* math work? ...

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### ❖ Economic Development

### ❖ Downtown as a Business Incubator



- Smaller Spaces
- Affordable
- Public Transportation
- Clusters
- Creative Culture
  - Social Scene
  - Networking
  - Live / Work
  - Arts & Entertainment



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### ❖ Economic Development

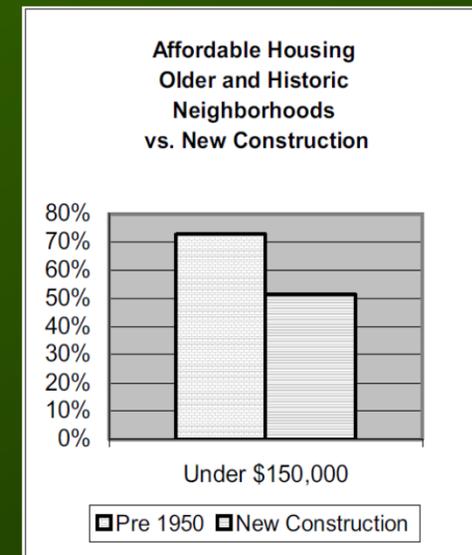
### ❖ Affordable Housing

Living in older and historic homes:

- 1/3 of households whose household income is less than \$20,000 per year
- 1/3 percent of black, Hispanic, and elderly homeowners
- 1/2 have monthly housing costs less than \$500

A recent HUD sponsored study estimated that the cost of repairing an older home with severe physical problems at \$75,000 and one with moderate physical problems at \$25,000.

Only 11 percent of the older housing stock suffers from severe or moderate physical problems ...



You can't build new and rent (or sell) cheap – it can't be done.

*-Donovan Rypkema,  
Economist*

# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ Economic Development
- ❖ Tourism



Where would you vacation next?



Heritage tourists stay longer and buy more ...

# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

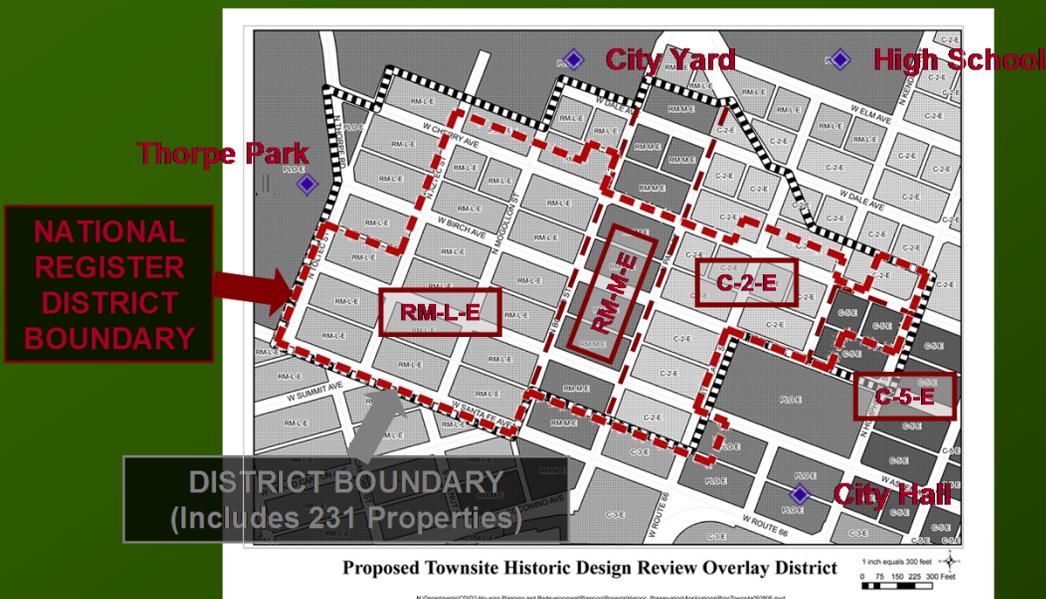
### ❖ Sustainability



# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ What we have done ...
- ❖ Townsite Overlay District



- Write Custom Guidelines
- Create New Zoning District
- Zoning Code Amendment
- Re-zone Properties
- Six Months
- Prop 207 Lawsuit
- Four Years

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

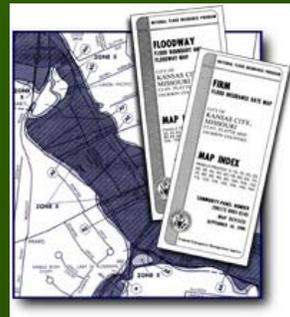
- ❖ What we have done ...
  - ❖ Landmarks Overlay District
    - ❖ Floating Zone
    - ❖ Pre-approved
    - ❖ Simple Re-zone



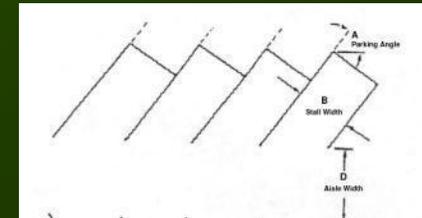
# Reduce · Reuse · Recycle

## Heritage Preservation · Flagstaff Perspective

- ❖ What we have done ...
- ❖ Development Flexibility



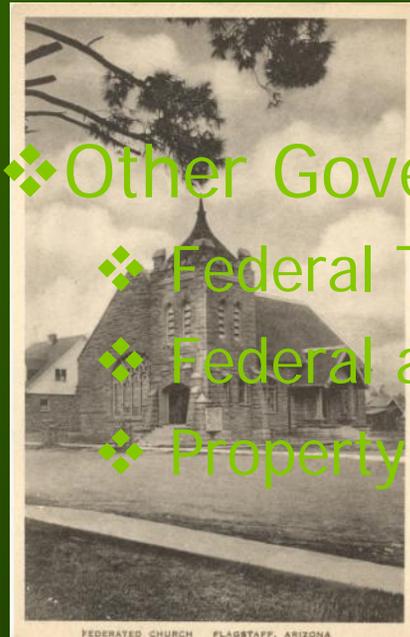
U.S. Department  
Of Transportation  
**Federal Railroad  
Administration**



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ What we have done ...
  - ❖ Local Financial Incentives
    - ❖ Historic Facades & Signs Grants



- ❖ Other Government Dollars
  - ❖ Federal Tax Credits
  - ❖ Federal and State Grants
  - ❖ Property Tax Reduction

# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

- ❖ What we have done ...
  - ❖ New Zoning Code
    - ❖ Historic Preservation Officer
    - ❖ Consent Review Process
    - ❖ Cultural Resource Studies  
(Documentation: Look, Understand, Plan)



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### ❖ Case Study: El Pueblo Motel



# Reduce • Reuse • Recycle

## Heritage Preservation • Flagstaff Perspective

### Questions

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