



John H. Chafee
BLACKSTONE RIVER VALLEY
National Heritage Corridor Commission



Building Support for Landscape Preservation Selected Resources

The National Trust for Historic Preservation

The National Trust publishes a series of Tip Sheets – available by contacting the National Trust’s Northeast Office (nero@nthp.org or 617-523-0885) – on the following topics, to help citizens advocate for preservation:

- Advocacy Tools & Tips
- Organizing for Preservation
- Media Relations: Tools & Tips
- Responding to a Preservation Crisis
- Fundraising Tools & Tips
- Economic Benefits of Historic Preservation

In addition, the National Trust’s Center for State and Local Policy offers an informational series on a variety of topics, including:

- Working with an Advocacy Coalition
- Developing a Grassroots Network
- Communicating with Elected Officials
- Lobbying and Political Action: What is Permissible by 501(c)3 Organizations?
- Media Communications for Advocacy Campaigns
- Supporting Historic Preservation Through a Legislative Caucus
- Planning an Advocacy Campaign: General Strategy Tips

All may be downloaded at www.preservationnation.org/resources/public-policy/center-for-state-local-policy/

Massachusetts Department of Conservation and Recreation

The DCR offers a variety of landscape preservation publications, many available for free download at <http://www.mass.gov/dcr/stewardship/histland/publications.htm> or by calling 617-626-1380

- **Reading the Land – Massachusetts Heritage Landscapes: A Guide to Identification and Protection**
A step by step guide to the identification, documentation, evaluation and protection of heritage landscapes.
- **Terra Firma: Putting Historic Landscape Preservation on Solid Ground** is a series of technical bulletins on a variety of topics, aimed at municipal staff, historic commission members, friends groups and others involved in the stewardship of historic landscapes.

Massachusetts Historical Commission

The MHC's 2003 publication, **Preservation through Bylaws and Ordinances**, provides an overview of local bylaws and ordinances and reviews preservation techniques already in use by Massachusetts communities. Available for download at <http://commpres.env.state.ma.us/content/ptbo.asp>

The Massachusetts Audubon Society

Publications available at <http://massaudubon.org> or by calling 781-259-2171

- **Losing Ground: At What Cost?** (November 2003)
Losing Ground documents the loss of 40 acres per day to development in Massachusetts, measures the economic impact of habitat loss, and includes the first statewide attempt to measure the economic value of "ecosystem services" provided by undeveloped land.
- **Shaping the Future of Your Community: A Citizen's Guide to Involvement in Community Planning, Land Protection, and Project Review in Massachusetts** (June 2007)
Shaping the Future of Your Community explains the most effective ways of curbing sprawl in your community and guides you in minimizing the impacts of a development project that has already been proposed.

The Trust for Public Land

Publications available at www.tpl.org or by emailing publications@tpl.org

- **Community Choices: Thinking Through Land Conservation, Development, and Property Taxes in Massachusetts** (1998)
An economic analysis on the relationship between land conservation, development, and property taxes.
- **Economic Benefits of Land Conservation** (2007)
Does land conservation protect the bottom line? Leading experts in the field assert that it does. *The Economic Benefits of Land Conservation* presents quantitative and authoritative research on the economic benefits land conservation can bring to communities.
- **Protecting the Source** (2004)
Protecting the Source is part of an ongoing effort by the Trust for Public Land and the American Water Works Association to promote land conservation as a critical approach to drinking water protection. *Protecting the Source*, authored by Caryn Ernst, explores scientific, economic, and public health rationales for using land conservation for drinking water protection and presents best practices for successful implementation locally.
- **The Source Protection Handbook** (2005)
Provides resources to help a community both make the case for land conservation and also go about actually conserving those lands. How-to sections include: understanding your watershed; prioritizing land for protection; building strong partnerships and work watershed-side; designing a comprehensive

source protection plan; protecting targeted land; financing the conservation of land; and managing the land.

The Trustees of Reservations

The Trustees' 1999 publication, **Conserving Our Common Wealth: A Vision for the Massachusetts Landscape**, portrays a vision for land conservation in Massachusetts, region by region, that will inspire a greater commitment to conservation by our cities and towns and our government leadership. Available at www.thetrustees.org

Advocacy Project Websites

It may be helpful to look at other advocacy efforts when crafting your own. The following examples could provide inspiration:

- SaveVermontBarns.org www.savevermontbarns.org/
- Friends of Schell Bridge, Inc., Northfield, MA www.schellbridge.org/
- Friends of the Boyd, Philadelphia, PA www.friendsoftheboyd.org/
- Save Brooklyn's Industrial Waterfront www.saveindustrialbrooklyn.org/
- Save Tillie, Asbury Park, NJ www.savetillie.com/
- Save Historic Norcross, Norcross, GA www.savehistoricnорcross.com/
- Save Our Steel, Bethlehem, PA www.saveoursteel.org/