



Young Preservationists Association of Pittsburgh

Give Life to History.®

Board of Directors

Dan Holland,
Chair
Rachael Kelley,
Vice-Chair
Linda Gwinn,
Secretary
Jocelyn Kramer
Treasurer
Lee Ann Antol
Jennifer Brady
Kemo Crawford
Julie DeSeyn
Deborah Gross
Nathan Hart
Benjamin Markle
Alison McConnell
Andrew Doran Moss
Heather Sage
Dan Woodske

Advisory Committee

Susan Brandt, Principal, Susan Brandt
Urban Development
Eliza Smith Brown,
Historic Preservation Consultant
Scott Brown, Vice President and
Community Investment Manager,
Citizens Bank
Walter Burlack, Regional Director,
Student Conservation Association
Terri Davis, Vice President,
Community Development, Sky Bank
Lu Donnelly, Architectural Historian
Kim Falk, Evaluation Specialist, Great
Lakes Behavioral Research Institute
John Fetterman, Mayor of Braddock
Larry Glasco, Professor of History,
University of Pittsburgh
Tim Hadfield, Robert Morris University
Randy Harris, Historian
Alex Hershey, Attorney, Thorp Reed &
Armstrong
David Kahley, President and CEO,
The Progress Fund
Carl Knoblock, Pittsburgh District
Director, U.S. Small Business
Administration
Stanley Lowe, Vice President, National
Trust for Historic Preservation
Jim Matthews, Senior Vice President
and Corporate Community
Reinvestment Manager National City
Bank
Tracy Montarti, Owner, In the Loop, Inc.
Cathy Niederberger,
Senior Vice President, PNC Community
Development Banking, PNC Bank
Charles Peterson, Vice President,
Dollar Bank
Rob Ruck, History Professor,
University of Pittsburgh
Doug Skowron, Real Estate Developer,
Pittsburgh Gateways
John Stephen, Executive Director,
Allegheny River Towns Enterprise Zone
Franklin Toker, University of
Pittsburgh Professor of History of Art &
Architecture, University of Pittsburgh
Richard Taylor, CEO, Macedonia
Development Corporation
Shelly Todd, Esq., Mooncrest
Neighborhood Association
Althea Worthy, Preservationist

Statement by the Young Preservationists Association of Pittsburgh on the creation of the Propel Pittsburgh Commission

February 20, 2007

The Young Preservationists Association of Pittsburgh welcomes this opportunity to offer its comments on the Propel Pittsburgh Commission.

My name is Dan Holland. I'm the founder and chair of the Young Preservationists Association of Pittsburgh. YPA was formed in 2002 to encourage more youth involvement in historic preservation.

YPA works in conjunction with other organizations such as the New Pittsburgh Collaborative, Sustainable Pittsburgh, and 10,000 Friends of Pennsylvania, to provide training and technical assistance, research and publications, and public programs and tours that educates and engages young people about the history and culture around them.

YPA is perhaps best known for its publication, "Top Ten Best Preservation Opportunities in the Pittsburgh Area," a listing of historic sites that are excellent investment and development prospects. YPA also pioneered "Wheeling Through History," a historic bike tour of the North Side.

The Young Preservationists Association of Pittsburgh supports the creation of a commission that has as its mission the retention and attraction of young professionals and young people between the ages of 20 and 34. YPA looks forward to participating on the Propel Pittsburgh Commission provided that any collective effort to attract and retain young people must not be done at the expense of our history and culture.

YPA's strategies for keeping and retaining young people have focused on the region's natural, cultural, and historical assets. The Pittsburgh region has the one thing that no other place on earth has—our history. Pittsburgh's historic sites, architectural gems, parks, and scenic vistas are our competitive advantage. No place on earth has a Duquesne Incline, neighborhoods like Lawrenceville and the South Side, or the vast collection of African American historic sites.



Young Preservationists Association of Pittsburgh

Give Life to History.®

Growth comes in many forms. YPA prefers that growth be managed and built on existing infrastructure, rather than building things we cannot maintain. In short, YPA supports a “fix it first” approach.



Young Preservationists Association of Pittsburgh Give Life to History.®

Propel Pittsburgh Commission
Dan Holland Public Testimony
February 20, 2007

Page 2

Why do young people matter to old communities? Young people give life to old neighborhoods, they bring new ideas and energy, they are willing investors, and they make regions globally competitive. They are also entrepreneurial. A report by the Coro Center for Civic Leadership notes, “eighty percent of new businesses are started by people under the age of 39.”¹

National housing patterns demonstrate that young people are making settlement choices that support historic preservation. The 2005 report “The Young and the Restless in a Knowledge Economy,” notes that “today’s 25- to 34-year-olds are about one-third more likely to live in neighborhoods within three miles of a region’s downtown than are other Americans. Close-in neighborhoods with higher density, mixed uses, walkable destinations, lively commercial districts and interesting streets can make a region more competitive for talented workers.”²

Young, well-educated and creative people want a special sense of place to live, work, and play. Preservation of place is what numerous books and studies claim will ultimately lead to a region’s economic, social, and political growth.

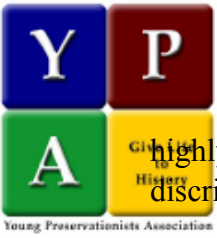
As Richard Florida, author of *Rise of the Creative Class*, writes, “The Creative Class is strongly oriented to large cities and regions that offer a variety of economic opportunities, a stimulating environment and amenities for every possible lifestyle.”³

According to Research Advisors, a market research firm, American cities are cool again for Gen Xers. Their research indicates that 25-39 year-olds want more family time and quality neighborhoods. Young people are the primary targets for “new urbanism” or neo-traditional, walkable communities. While only 26.8% of the total population, Gen X is

¹ “Young People in the Pittsburgh Region: A Data Snapshot from the 2000 Census,” Coro Center for Civic Leadership, April 2003. Original source for the statistic is from Jean Chatzky, “Gen Xers Aren’t Slackers After All,” *Time*, April 8, 2002, p. 87.

² Joseph Cortright, “The Young and Restless in a Knowledge Economy,” CEOs for Cities, December 2005, p. 5.

³ Richard Florida, *The Rise of the Creative Class: And How It’s Transforming Work, Leisure, Community and Everyday Life*, Basic Books, 2002.

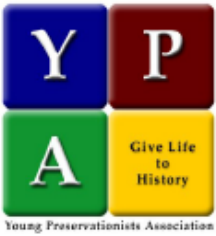


Young Preservationists Association of Pittsburgh

Give Life to History®

highly mobile. Therefore, regions must compete for this highly educated and discriminating workforce.⁴

⁴ Grace Lichtenstein, "Younger buyers want better not bigger," *New York Times*, May 7, 2006.



Young Preservationists Association of Pittsburgh *Give Life to History.*®

Propel Pittsburgh Commission
Dan Holland Public Testimony
February 20, 2007

Page 3

Fortunately, the Pittsburgh region is home to nearly half a million 20-34 year olds who are highly educated.⁵ In addition, Pittsburgh has a lot of what young people are looking for: a fun, interesting, and authentic place to live. Best of all, Pittsburgh is affordable.

The degree to which institutions within the Pittsburgh region—and other regions around the country—embrace historic preservation will determine their chances for attracting and retaining the much-desired youth demographic.

Thank you for providing the Young Preservationists Association of Pittsburgh an opportunity to support the creation of the Propel Pittsburgh Commission.

Sincerely,

Dan Holland
Chair
Young Preservationists Association of Pittsburgh

⁵ Data from the Coro report, p. 7.