

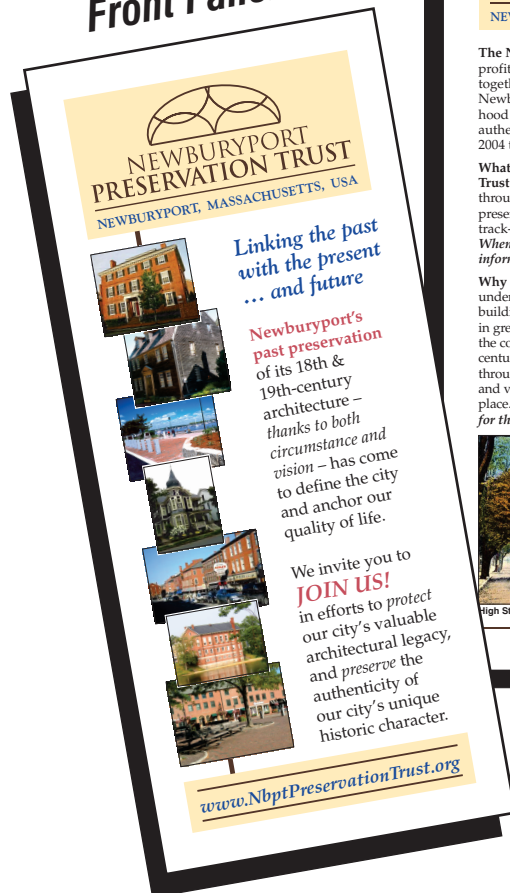
# VARIETY ARTS ENTERPRISES

EDITORIAL & DESIGN SERVICES, RESEARCH, & INTERPRETATION for MUSEUMS, HISTORICAL SOCIETIES, & CULTURAL ORGANIZATIONS

TALK IS CHEAP. SEE THE WORK.

## Brochure Design & Copy for a Preservation Organization

### Front Panel



**NEWBURYPORT PRESERVATION TRUST**  
NEWBURYPORT, MASSACHUSETTS, USA

*Linking the past with the present ... and future*

**Newburyport's past preservation of its 18th & 19th-century architecture – thanks to both circumstance and vision – has come to define the city and anchor our quality of life.**

**We invite you to JOIN US!** in efforts to protect our city's valuable architectural legacy, and preserve the authenticity of our city's unique historic character.

[www.NbptPreservationTrust.org](http://www.NbptPreservationTrust.org)



The Newburyport Preservation Trust is a non-profit membership organization that brings together people who value the preservation of Newburyport's period architecture, neighborhood ambience, heritage landscapes, and authentic historic character. NPT was formed in 2004 to raise awareness of preservation issues.

**What does the Newburyport Preservation Trust do?** NPT educates, informs, and advocates through its programs, projects, publications, and presence. NPT is a hands-on organization with a track-record of preservation accomplishment. *When you join NPT, you'll be supporting its informative programs and preservation projects.*

**Why is preservation important?** It is generally understood that historical resources – like buildings, landscapes, vistas, and iconic objects – in great part define a culture. In Newburyport, the concentration of authentic 18th- and 19th-century architecture – a rich mix of First Period through late-Victorian styles – helps residents and visitors alike grasp the city's unique sense of place. *When you join NPT, you'll be advocating for the preservation of our unique sense of place.*



High Street, Newburyport, c. 1907 postcard view.

*Linking the past with the present and future*



Public programs & architectural tours are features of Preservation Week, NPT's signature annual event. At left is NPT's "best seller," *Walk Newburyport*.

**Preservation in Newburyport – then and now.** The city's historic preservationists of the 1960s and 1970s successfully redirected urban renewal, averting more demolition and encouraging restoration. Subsequent investment by both homeowners and business-people lifted Newburyport out of its economic doldrums. Since then, over the course of Newburyport's renaissance, residents have restored hundreds of the city's older structures. Response to NPT's educational programs indicate that Newburyport homeowners are still eager to learn about the best practices in preservation and maintenance. But in recent years it has become clear that not everyone embraces preservation ideals.

**Our city's defining historic ambience is at risk.** In recent years, the city's attractiveness and prosperity – in part a product of the city's well-preserved architecture – has also drawn interest from those who are either (1) not yet informed about the economic, aesthetic, or cultural benefits of preservation, or (2) unwilling to consider how preservation might take its place alongside profit on the priority list. This puts the city's defining historic ambience at risk. Despite zoning laws and a demolition control ordinance, tear-downs and alterations by those who ignore city rulings or outspend opposition occur with increasing frequency, with replacement structures impacting the architectural integrity of our neighborhoods. *When you join NPT, you'll be advocating for the preservation of our authentic historic ambience.*



Meticulous restoration of Newburyport's 1822 Powder House has been NPT's ultimate hands-on project. Powder House Park & Learning Center opened in fall 2012.

At left, a late 19th-century view of the Powder House at Gadby's Hill off Low Street, Newburyport. Photo courtesy of the Newburyport Public Library Archival Center.

**A track-record of accomplishment.** Since 2004, NPT programs, publications, and projects have contributed to preservation awareness:

- **Preservation Programs.** NPT's signature event is the annual Preservation Week each spring, featuring lectures, tours, awards, and social events. Each winter NPT presents a feature program on a timely preservation topic.
- **Preservation Projects: Powder House Park & Learning Center.** NPT raised over \$250,000 in grant funding, donations, and services to restore Newburyport's 1822 Powder House as an active education center for the public.
- **Preservation Publications.** NPT's "best seller" is the book *Walk Newburyport*, which describes self-guided architectural/historical walking tours. In addition, NPT issues fact-packed pamphlets on subjects like historic window repair and masonry maintenance.
- **Information Resources.** NPT's web site, [www.nbptpreservationtrust.org](http://www.nbptpreservationtrust.org), features custom content, graphics, photos, maps, video, and links – 6000 pages of preservation knowledge.
- **Presence.** NPT monitors – and articulates its pro-preservation position – on relevant issues that come before the City Council, Zoning & Planning Boards, and Historical Commission.

*When you join NPT, you'll be part of a hands-on pro-preservation organization that knows how to get things done.*

### Inside Panels

### Back Panel



**NEWBURYPORT PRESERVATION TRUST**  
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**Newburyport: How did it get like this, anyway???**

**How did architectural preservation happen in Newburyport?** Newburyport's early maritime prosperity built the Georgian and Federal period homes that first defined the city's architectural identity, but the preservation of those homes – and the growing neighborhoods mixed with later 19th-century styles – resulted from multiple factors, including a major fire (1811), the many decades of economic stagnation (*preservation by benign neglect*), and the late 20th-century preservation-driven renaissance (*preservation by pro-active investment*).

**A nationally-significant architectural showcase.** Newburyport's approach to rejuvenation in the 1960s-70s – *preservation instead of demolition* – became a model embraced across the U.S. The city's architecture and intact neighborhoods were recognized in 1984 when the area from the South End to Atkinson Common was designated as a National Register Historic District. Byproducts of Newburyport's preservation include increased property values, a vibrant tourist economy and a downtown that is a desirable business location.

**Preservation rescued Newburyport** in the recent past. Continued preservation of our architectural assets secures our ambience and vitality into the future. *When you join NPT, you'll join the ranks of those who care about Newburyport's future.*

**Join us today!**

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