
with completely new, introverted megastructures. It has gradually been recognized, however, that "renewal" is not usually as successful as revitalization.

U.S. developer James Rouse was the first to return to the urban core with projects in major cities.

The Rouse Company, one of the largest developers in the U.S., was instrumental in shifting attention to downtown cores. Their Faneuil Hall in Boston was the first major revitalization project in the U.S. followed by Harborplace in Baltimore, New York's South Street Seaport and smaller redevelopments in San Antonio (Texas) and Norfolk (Virginia). With the economic viability of downtown revitalization proven by these projects, a large number of developers and municipalities have undertaken redevelopment work in many cities throughout the U.S.

The National Trust for Historic Preservation's Main Street Program has addressed the revival of smaller towns.

A major impetus to revitalization has been given by a large, non-profit organization, the National Trust for Historic Preservation. In 1977, the Trust launched a pilot program to develop a comprehensive revitalization strategy that would encourage economic development within the context of historic preservation. Three midwestern communities were chosen for a three-year, on-site demonstration project aimed at testing various approaches to organizational design, promotion, physical design, and economic restructuring of downtown cores. The Trust expanded the program in 1980 by creating the National Main Street Centre in Washington as a human resource and technical reference centre. Since then, the organization has assisted 26 states in setting up Main Street revitalization programs in 280 towns. More than \$150 million has been invested in these towns to date. The Trust is now examining the potential for involvement in downtown revitalization of large metropolises throughout the U.S.

Significant tax advantages accrue to developers rehabilitating historic structures.

Inherent in such projects has been the need to restore existing building stock. Heritage preservation has become a major trend supported by recent significant tax advantages. Although Congress had passed the National Historic Preservation Act in 1966 making rehabilitation of historic properties a national goal, no funding was made available for restoration projects. By the early 1980's, thousands of historic buildings were