ROADMAP TO HP SUCCESS: BUILDING OR PROPERTY

01 ISSUE
IDENTIFY THE ISSUE
What are you concerned about? It may be more than one, but try to identify what the primary issue or concern is. Be as specific as possible because it will help inform all of your next steps.

02 VISION
IDENTIFY WHAT YOU WANT
You’re upset, why? What do you or others in your neighborhood or town want to see happen with the property? Having an end goal, a vision for what you would like to see for the future is critical. Preservation is emotional, but try to be concrete and realistic in your visioning.

03 INFO
GET INFORMATION
Get as much information as you possibly can. In addition to historic documentation, designations and protections, find out who owns the property (public or private). Is it vacant, partially or fully occupied? Are there any known plans for the building? The more you know the better prepared you are.

04 CONNECT
GET CONNECTED
Connections are key, especially local ones. Local likelies such as your historical commission or preservation nonprofit to other stakeholders who can support your efforts, such as a local conservation, community or advocacy group. This helps build your base of supporters.

05 MESSAGE
FRAME THE MESSAGE
When framing your ideas and goals, be consistent and concise. This will help to tell the story, get support for your efforts, and educate others who may not be as emotionally invested in this point. Be positive, collaborative, and pragmatic. Your message is a tool and there are resources to help you convey your message.

06 WORK
WORK TOGETHER
Work with the stakeholders involved. Teamwork goes a long way and compromise will likely happen. Preservation projects take time so it is important to keep your supporters informed. Using social media is a great way to update your ally base.

07 OUTCOME
ASSESS THE OUTCOME
Gold star! Good outcome? Celebrate! This may be one phase of many so start working on your next goal. Bad outcome? Look for the silver lining. What can you learn from this? What needs to change to make a positive impact?

01 ISSUE
DEMO?
Is the structure or property going to be demolished? Try to find out what the demo is.

02 VISION
SALE?
Is the property up for sale? Is there another type of real estate transfer pending?

03 INFO
DEVELOPMENT?
Is there a project that does not take into account preservation or historic character of the property?

04 CONNECT
LACK OF $$
Is a lack of funding propelling the property, or ongoing preservation efforts?

05 MESSAGE
DOCUMENTATION
Historic research and documentation may already exist. Check to see if the property's history has already been documented in any form. The more you know the better prepared you are.

06 WORK
LIKELIES
Historic commission, historical society, local preservation nonprofit, friends or neighborhood groups, etc.

07 OUTCOME
OTHERS
Other potential stakeholders, allies or collaborators think outside the box toward shared vision and goals.

06 WORK
STORYTELLING
Telling a compelling story about your ideas, efforts and goals is key. You may have to adapt to different audiences in order to make an impact with them.

07 OUTCOME
COPYCAT
Characters are someone else has faced a similar situation successfully. Find out what strategy did that make a plan to your own community and issue.

06 WORK
GOALS
Work with your group and other stakeholders to achieve your goals. Remain on message and focused.

07 OUTCOME
ADJUST
Is your strategy not working? Take a step back and adjust your approach to ensure you are heard.

06 WORK
TAKE-AWAYS
Whatever the outcome, you have gained experience in how to advocate for a historic property. What was effective? What could you have done differently?

07 OUTCOME
NEXT STEP
Take your energy from your recent win or rally from a loss and focus on another preservation project. Take what you have learned and keep on going!

05 MESSAGE
BE HEARD
Get your message out as much as possible, from good old fashioned conversations to social media, websites, articles, meetings and more! Get the word out.

06 WORK
LISTEN
Let others know about your ideas. You may be surprised at the support you receive. It is important to build a base of supporters.

07 OUTCOME
HELP!
If you need help with your ideas or finding a community who shares a similar passion, the staff is happy to support your preservation efforts.

06 WORK
End is in Sight!
Keep the vision in mind but remember to pursue your goals. Your preservation efforts will pay off in the long run and you will have the satisfaction of bringing your community together.