

# 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 be help inform all of your next steps.

- • • • • **DEMO?** • • • • • Is the structure or property going to be demolished? Try to find out what the demo is for.
- • • • • **SALE?** • • • • • Is the property up for sale? Or is there another type of real estate transfer pending?
- • • • • **DEVELOPMENT?** • • • • • Is there a project that does not take into account preservation or historic character of the property?
- • • • • **LACK OF \$\$** • • • • • Is a lack of funding jeopardizing the property, or ongoing preservation efforts?

**Talk**  
Talking to neighbors, local historical commission or other town officials can be helpful in clarifying what the issue is. You may even get some useful insight. Remember to be honest and always courteous.

**TIP 01**

## 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.

- • • • • **IMMEDIATE** • • • • • What do you want to see happen immediately? (like stop a demolition)
- • • • • **SHORT** • • • • • Identify some short term goals, like find a new use for the building.
- • • • • **LONG** • • • • • Long term goals are important to your vision. Even if it seems far fetched, its something to work toward!

**Be Realistic.**  
Visioning is important but you will need to be pragmatic and likely have to shift and adjust along the way.

**TIP 02**

## 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.

- • • • • **DOCUMENTATION** • • • • • Historic research and documentation may already exist. Check library archives, historical societies or the statewide MACRIS database.
- • • • • **RESOURCES** • • • • • ID potential local resources you can call upon (both monetary and others), like CPA funds, in kind workers, labor donations, local knowledge, volunteers, etc.

**Where to Go?**  
MACRIS is an invaluable source for seeing what historic info exists on properties.  
<http://mhic-macrisc.net>

**TIP 03**

## 04 CONNECT GET CONNECTED

Connections are key, especially local ones. From local likelies such as your historical commission or preservation non-profit to other stakeholders who can support your efforts, such as a local conservation, community or advocacy group. This helps build your base of supporters!

- • • • • **LIKELIES** • • • • • Historic commission, historical society, local preservation non-profit, friends or neighborhood groups, etc.
- • • • • **OTHERS** • • • • • ID other potential stakeholders, allies or collaborators - think outside the box toward shared vision and goals.

**Listen**  
See if these groups are aware of the issue and your concerns. Listen to their thoughts, ideas and positions. Hearing different viewpoints and sides can help inform your message and your work.

**TIP 04**

## 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 at this point. Be positive, collaborative and pragmatic. Your message is a tool and there are resources to help you convey yours.

- • • • • **STORYTELLING** • • • • • Telling a relatable story about your idea, efforts and goals is key. You may have to adapt to different audiences in order to make an impact with them.
- • • • • **COPYCAT** • • • • • Chances are someone else has faced a similar situation successfully. Find out what worked for them and adapt to your own community and issue.
- • • • • **BE HEARD** • • • • • Get your message out as much as possible. From good old fashion conversations to social media, website, articles, meetings and more! Get the word out!

**Help!**  
If you need help with telling your story, or finding a community who faced a similar issue successfully, PM staff is happy to assist.  
[www.preservationmass.org/contact](http://www.preservationmass.org/contact)

**TIP 05**

## 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.

- • • • • **GOALS** • • • • • Work with your group and other stakeholders to achieve your goals. Remain on message and focused.
- • • • • **ADJUST** • • • • • Is your strategy not working? Take a step back and adjust your approach to ensure you are heard.

**End is in Sight!**  
Keep the end goal in site, but remember to pick your battles. Keep your preservation goals in mind and prioritize what is most important.

**TIP 06**

## 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?

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

**Keep Going!**  
You're never really done, are you? Build on momentum, pick another project, and work through the steps again. Keep expanding partnerships and supporters!

**TIP 07**