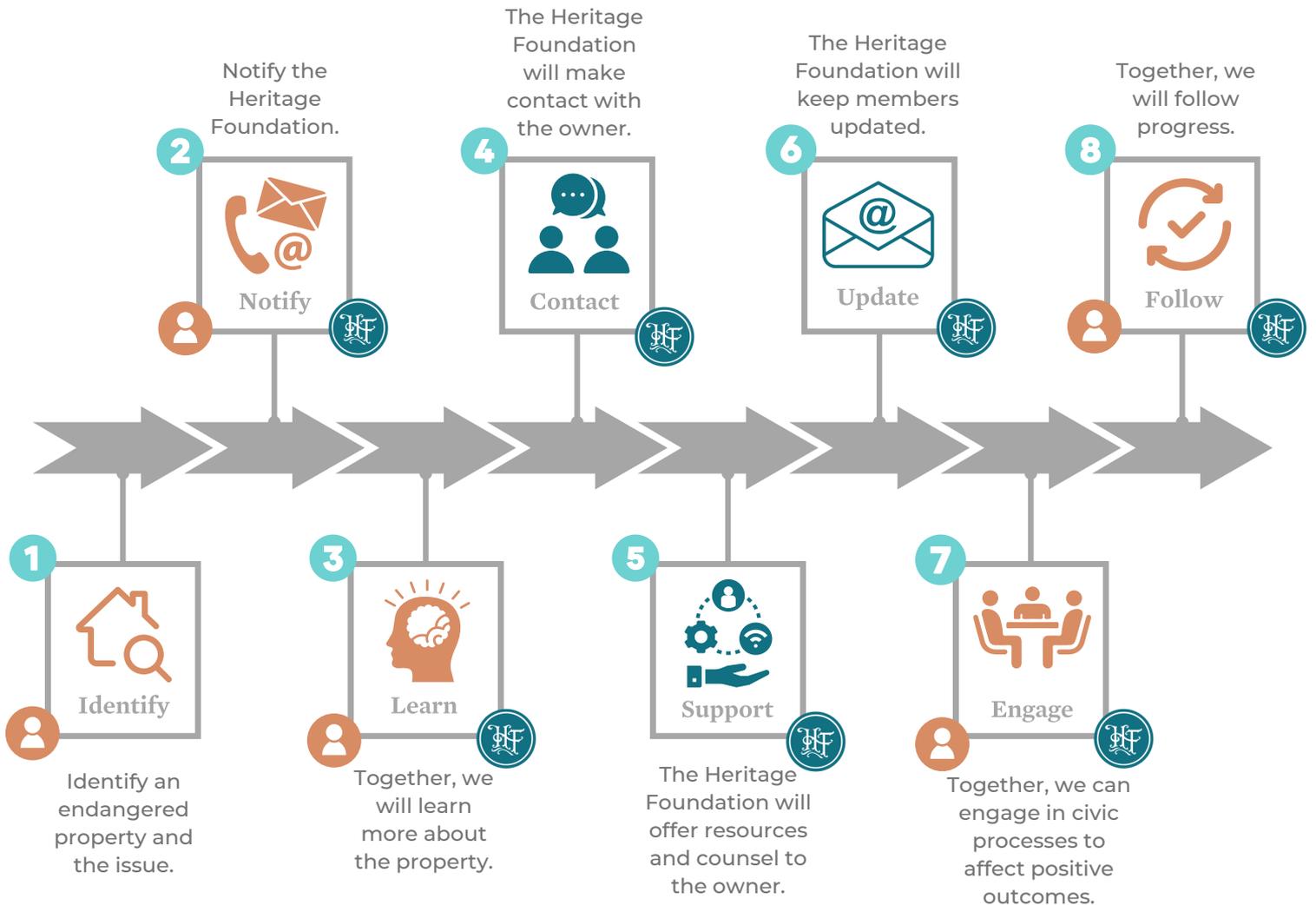


Advocating for Historic

Properties

The only way we're successful is by multiplying our efforts. You are an important part of preservation.



The Heritage Foundation will always employ advocacy tactics that have the best chance of positive preservation outcomes.

HISTORY. PRESERVATION. COMMUNITY.

WilliamsonHeritage.org



**HERITAGE
FOUNDATION**
WILLIAMSON COUNTY, TN

DOWNTOWN
FRANKLIN
ASSOCIATION

The
FRANKLIN
THEATRE

FRANKLIN
ESTATE & GARDENS

History and
Culture Center
WILLIAMSON COUNTY, TN

Properties



Pro Tip! Keep local laws in mind; the Heritage Foundation does not condone trespassing or any other illegal or distasteful activities in the pursuit of preservation.

1

Identify the Issue: What are your concerns? Be as specific as possible because it will help inform your next steps. Is the site slated for demolition? Is it for sale? Is it slated for development? Is there a lack of funding that may jeopardize the property? **Pro Tip!** Talking to your neighbors, local officials, and your local preservation advocacy organization may be helpful in clarifying your concern.

2

Identify What You Want: What do you or others in your community want to see happen with a property? Having an end goal, a vision for what you would like to see for the future, is critical. Preservation is emotional, but do your best to be realistic in your ask/vision. What do you want to see happen in the immediate future (i.e., stopping demolition)? What is a short-term goal (ex. Finding a new use for a property) versus a long-term goal? **Pro Tip!** Be realistic. Visioning is important, but be pragmatic, knowing you may have to shift your expectations along the way.

3

Gather Information: Gather as much information as you can! Educate yourself on historic preservation documentation, designations, and historic protections. Find out who owns the property (is it publicly or privately owned?) Is the property vacant or occupied? Are there any known plans for the property? The best advocate is an informed advocate. Historic research and documentation may already exist. Check with your local preservation organization, historical society, or your state historic commission. **Pro Tip!** Your local preservation org or archive can be a great place to find out existing information on a property.

4

Be a Connector: Connections are key, especially local ones. From the historical commission, to zoning, planning, or a preservation org, all are important allies to bolster your efforts. This will build your base of supporters and help spread the word! Who are the community links, other stakeholders, allies and collaborators? **Pro Tip!** Listen. See if the groups in your area are aware of the issue and voice your concerns. Listen to their thoughts, ideas, advice, and positions. Hearing different approaches and viewpoints can help inform your next steps.

5

Frame Your Message: Be clear, consistent, and concise. This will help to tell the story, garner support, and educate others who may not be as emotionally invested at this point. Your message should be positive, collaborative, and pragmatic. How your present your message will determine how it is received. Storytelling is key. Telling a valuable story about why saving a place matter is important but what is your story of reaching that goal? Plan to adapt your story when meeting with different audiences (but stay on message) to make a deeper and broader impact. **Pro Tip!** Ask for Help. Your local historic preservation org is here to support preservation efforts - lean on them!

6

Work Together: Work with all stakeholders involved. Teamwork makes the dream work and will go further to save the property or find a compromise. Preservation projects take time. Patience is important. **Pro Tip!** It's critical to keep your goal in sight, but always remember to be cognizant to pick your battles. Keep your preservation goals in mind and prioritize what is the most important.

7

Assess The Outcome: Good outcome? Then, celebrate! This may be one phase of multiple phases so take time to toast the moment. Bad outcome? Were you unable to save the property or find a compromise? All is not lost. Look for the silver lining. What can you learn from this? What may need to change to make a positive impact before the next preservation challenge?

Pro Tip! Keep Going! In preservation, you're never really done. Build on the momentum; find another preservation project that may need your advocacy voice. Keep growing your network of supporters; expand your partnerships, and never give up on advocating for historic and cultural resources!



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