

# Building Community Support for



*Educate and Inspire!*



# Beyond Design Review

Education &  
Outreach  
are  
**IMPORTANT**







**Education = Public Relations**

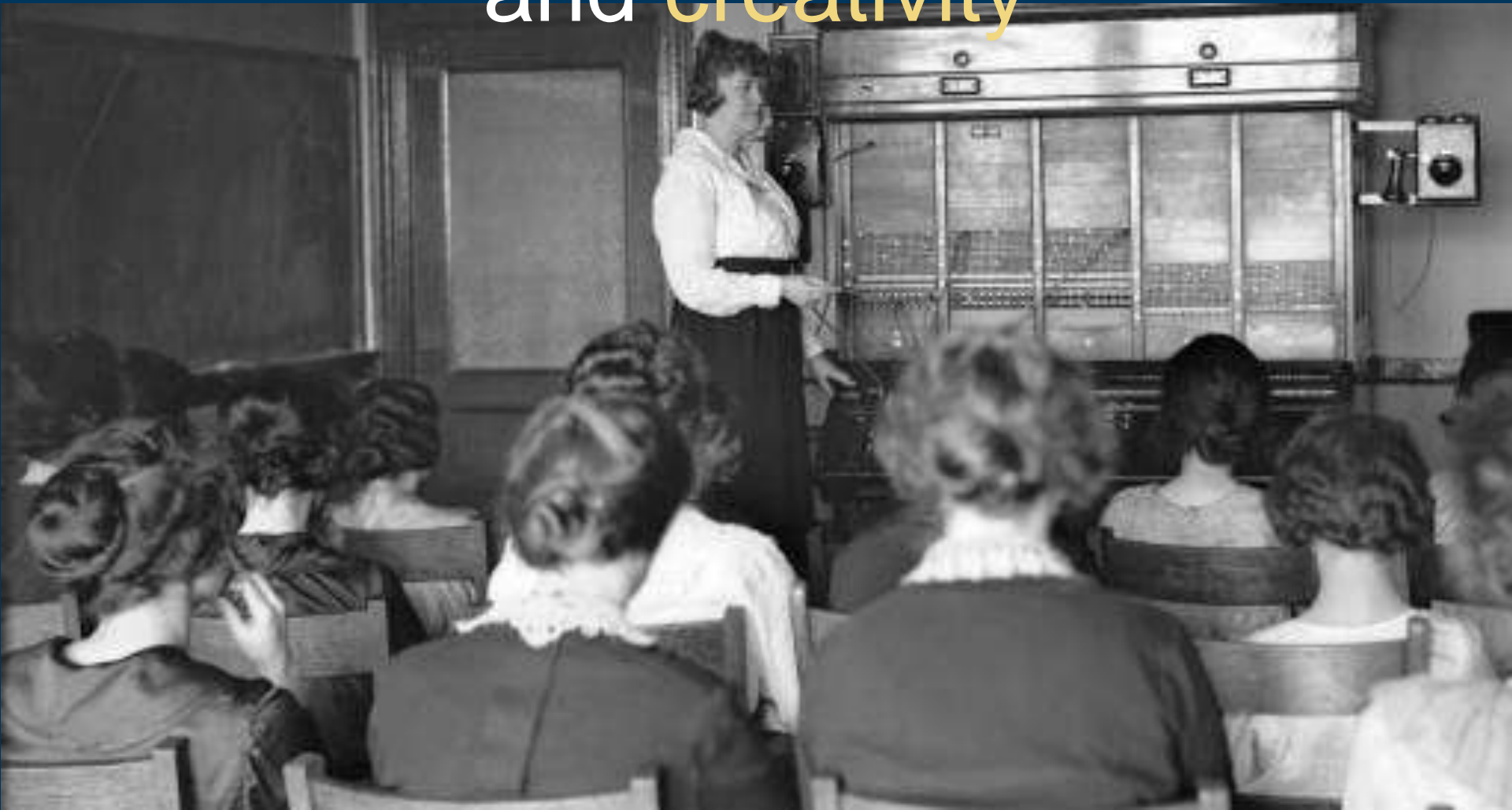
# Who is the Public?

- Applicants and their assembled teams
- Potential applicants
- Elected officials
- Citizens of your community
- Other city departments
- Citizens yet to born
- Visitors
- Who else?

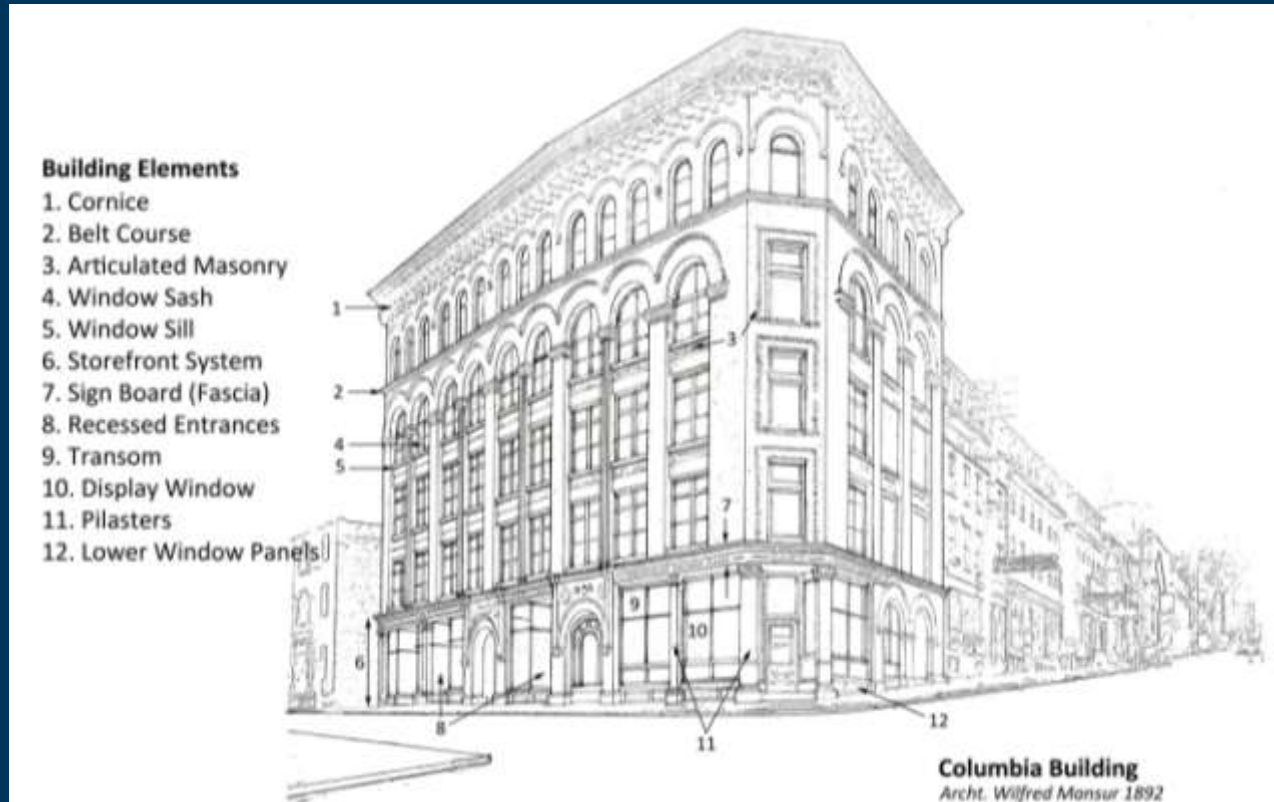
The greater appreciation  
the public has for  
historic places, the  
review process,  
and the value of your  
commission, the easier  
and better for all!



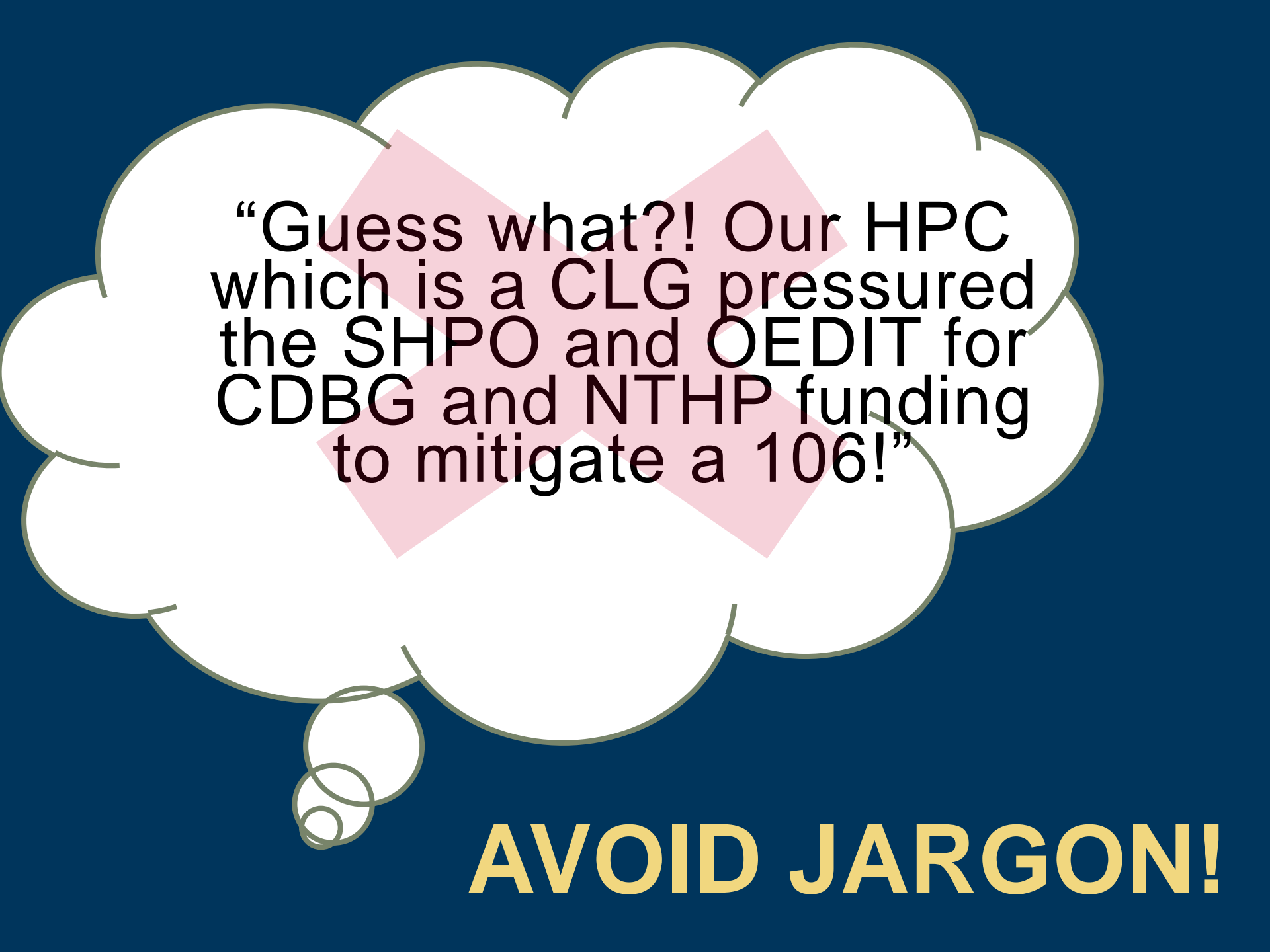
Educating the public challenging,  
takes time, personnel, patience,  
and creativity



# Be Proactive!



The public must understand your work, your purpose, and the community's vision for HP



“Guess what?! Our HPC  
which is a CLG pressured  
the SHPO and OEDIT for  
CDBG and NTHP funding  
to mitigate a 106!”

**AVOID JARGON!**



# Educating the public requires you to be educated:

- Attend SHPO sponsored training workshops
- Attend a meeting of another HPC
- Take advantage of NAPC:  
CAMP, Speaker's Bureau, Forum
- Subscribe to listservs
- YOUR PERSONAL EDUCATION  
IS ONGOING



# TEST

WHAT IS THE #1  
WAY PEOPLE  
FIND OUT ABOUT  
YOU?



?



<http://www.>



# Content for Your Site?

- Introduction – purpose
- Brief history of city
- Meet the Commissioners
- Meeting dates/times
- Process and Incentives
- Maps of Districts
- Ordinances/Standards
- Design Guidelines
- Application Forms
- Survey Forms and Reports
- Testimonials
- Resources/Links for help



Search

GO

SHARE RSS PRINT EMAIL PAGE

- City Park Tennis Court Clubhouse Renovation
- East Side Historic Building Inventory
- East Side Historic Context Study
- Pueblo Modern Project
- Goodnight Barn Restoration Study
- Northside Historic Context Study

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MEPUEBLO  
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## Historic Preservation Projects

### South Pueblo Historic Context Study

The South Pueblo Historic Context Study is the third of a larger Citywide historic preservation project: the Neighborhood Heritage Enhancement (NHE) program. In 2003, the City's [Historic Preservation Commission \(HPC\)](#) and neighborhood groups began working on a neighborhood-by-neighborhood history to help residents landmark their homes, appreciate their local past, and even assist neighborhood planning initiatives.

The South Pueblo project will develop a neighborhood history for the areas commonly referred to as The Blocks and Mesa Junction, which are perched on the short mesas above the Arkansas River immediately south of Downtown Pueblo. The area served as its own municipality until 1886, when it merged with Pueblo, developing some of the most interesting subdivision patterns and architecture seen in southern Colorado.

### Study Significance & Presentation Information

The study will provide, planning, transportation, social, cultural, and architectural development of the area; in other words, the study provides the story of South Pueblo with all of its complex elements. The South Pueblo study will also be the first effort to provide a Neighborhood Preservation Plan that aims to help residents preserve the unique historic character of their homes and neighborhood. The study was presented to the public May 21, 2011 at the Rawlings Library. An article about the study ran in the



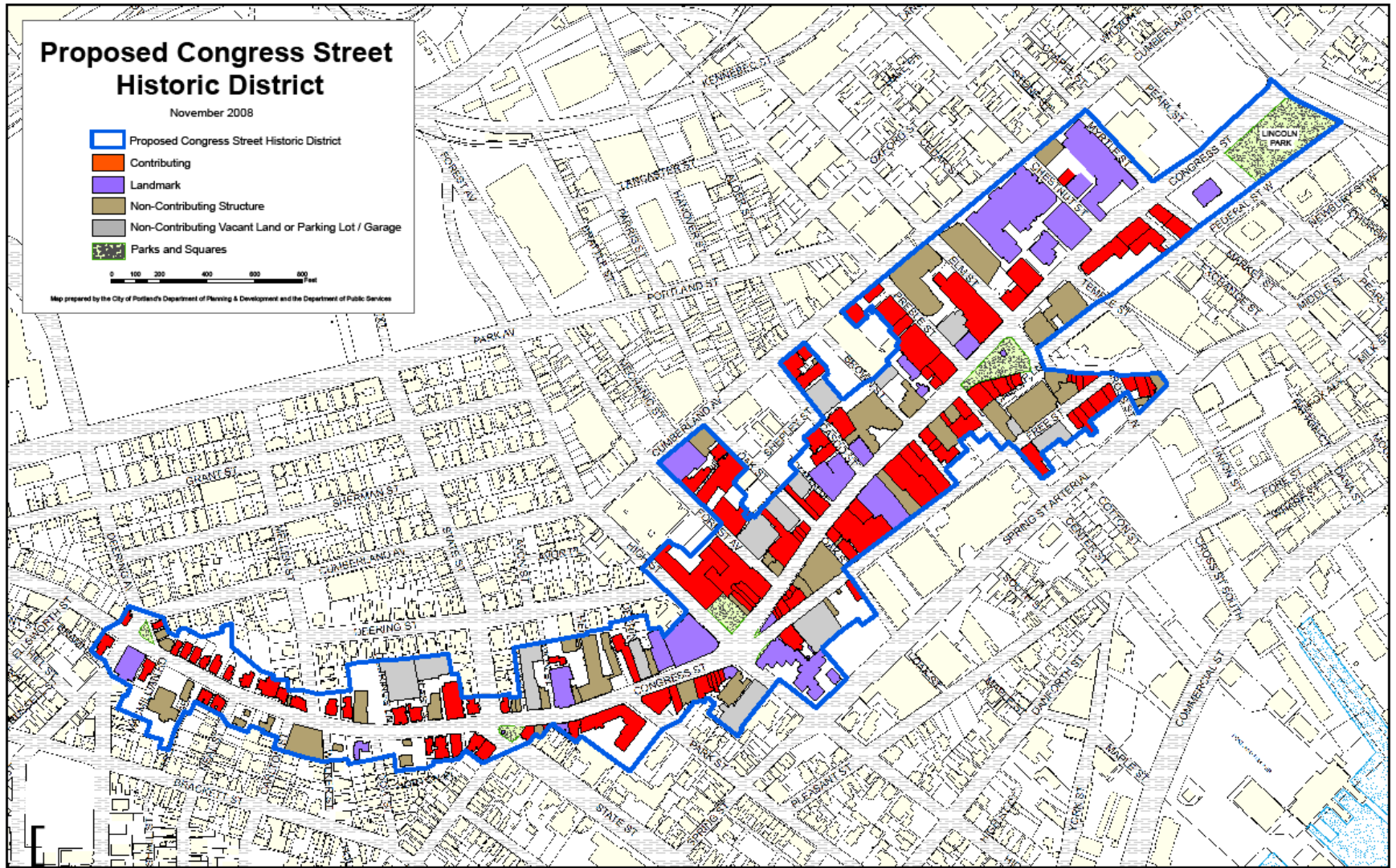
# Proposed Congress Street Historic District

November 2008

- Proposed Congress Street Historic District
- Contributing
- Landmark
- Non-Contributing Structure
- Non-Contributing Vacant Land or Parking Lot / Garage
- Parks and Squares

0 100 200 400 600 Feet

Map prepared by the City of Portland's Department of Planning & Development and the Department of Public Services

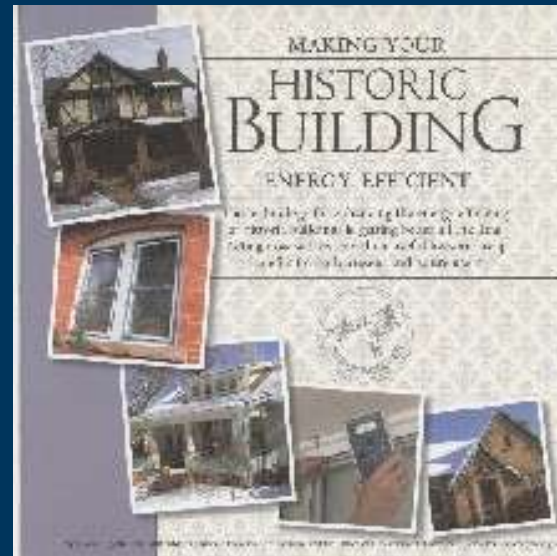
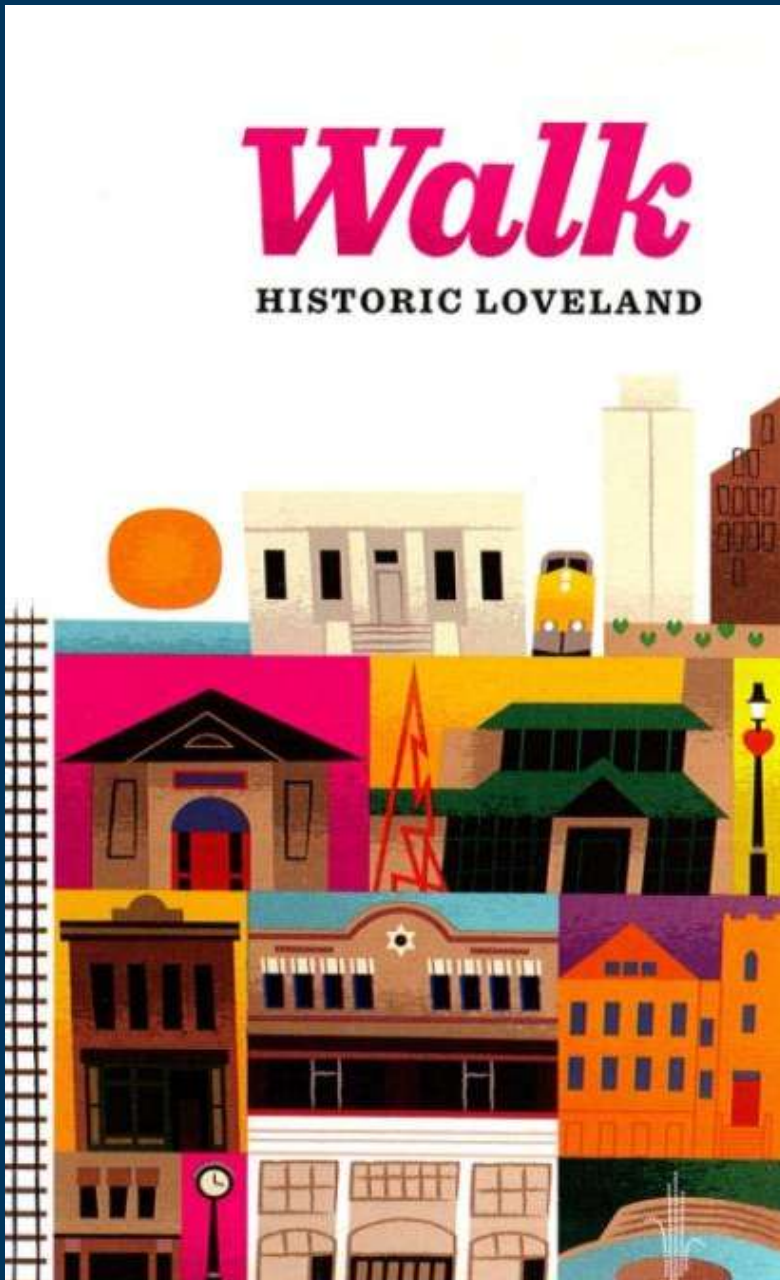


Well designed  
brochures:

Mail!

Post on Website!

Hand out!

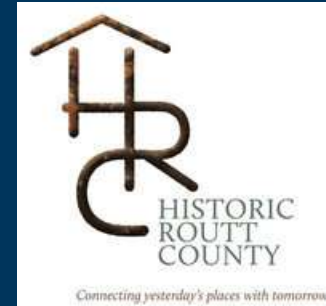


# Become **VISIBLE** and **INDISPENSIBLE**

- Meet with City Council on a regular, on-going basis
- Joint work sessions with Planning/Zoning Board
- Meet with fire/building official
- Produce an Annual Report. Share with Council/post to website
- Use Social Media Effectively!
- Attend grand openings and ribbon cuttings
- Invite the press to everything; befriend and train a friendly reporter
- Provide articles on timely topics: maintenance and architectural styles



If your community  
does not have a  
private non-profit  
advocacy  
organization,  
**START ONE!**



# Be Able to Talk Sustainability!

## ALL THREE!



- Environmental
- Social
- Economic



# Collect and Tell!



Statistics are a powerful tool –  
jobs, investment, increased  
property values, etc!



# Boots on the Sidewalk!

Provide Walking Tours



Behind the Scenes  
Tours





# **HONOR AWARDS!**

**Invite the Press!**  
**Invite Elected Officials!**  
**Make it Fun!**  
**Interesting Venue!**  
**Creative Awards!**



# Host a paint or windows workshop!







Befriend and  
celebrate trades people!  
Reach out and inform  
real estate professionals!





# What the Commission Can Do:

- Periodically send letters to contractors reminding them of your role and the boundaries of the district(s).
- Invite interaction from them on your guidelines. Tap into their expertise.
- Encourage preservation-minded tradespeople and real estate professionals to join your commission.
- Provide preservation resources.



***Celebrate  
everything!***

Your

Turn!