**Title Slide**

**-**Lived 2 blocks from here 41 years ago, no idea I’d be here today giving this kind of presentation.

-Preservation work starting in 1994, 1870s-era railroad hotel portions of which date to the 1840s ([www.dauphinehotel.com](http://www.dauphinehotel.com)) in tiny National Historic District in Missouri, plus restoration of two 1870s-era houses there. Moved back to Denver in 2018, restored 1905 City Cottage in the Whittier Neighborhood.

-Seeing the developmental onslaught, began working with Registered Neighborhood Organizations (RNOs) on local preservation efforts, began to learn the process.

**Key Objectives Slide**

-Quick overview of what we did and what we learned

**Overview of Landmark Process Slide**

-Developer wanted 1-3’ of lot; previous owners wouldn’t sell just that. All/nothing attitude that spilled over into the Landmark process.

-Next 4 bullets self-explanatory. Last bullet point out City Landmark staff can either support or not support community effort. Point out LPC can also vote down, killing effort right there.

**1741 N Gaylord Slide**

-Quick overview of house history.

--Founder of Children’s Hospital was wife of second owner, undiscovered women’s history element that’s rare in such homes.

Point out 75+ years of adaptive reuse and how community used that as an element of the Landmark process.

**Organizing a Grassroots Effort Slide**

-Bullets will be covered in more detail on subsequent slides. Quick overview.

**The Theorectical Impact of Social Media Slide**

-Facebook in this instance was the only social media platform we used, no Twitter, no Instagram.

-Look at those three groups. Even with overlap, that’s close to 12K people who theoretically could be made aware of this. Talk about the Cradick’s original posts, relate that back to the previous slide and failure points. Then point out Denver FUGLY and it’s massive reach.

-One problem is “too public”. Relate how initial efforts to meet resulted in getting the applicants and then some but also how the developer had somebody at the first meeting place in an attempt to overhear and observe. We learned that during mediation. Subsequently, I used FB to get contact info for people and then relied solely on email to a core group of 20-30 people, and an expanded group of 70-80 people (used FB messenger as well for contact). If you think we were being paranoid, I’ll talk to you afterwards about the developer.

-Leaders/Everybody Else. One drawback of social media is you get a lot of bemoaning but a poor ratio of people willing to follow up with even basic actions like emailing Landmark, LPC, CC. Nonetheless, it’s integral to building a constituency.

-Echo the Failure Points topic that leads us into one of the main decision points, whether or not to file for Landmark status after mediation.

**Knowing the Process Slide**

-There have been 20 owner-opposed Landmark designations since the statute went into effect around 2013-14. One was granted in 2016 until ours in 2023. Remind everybody about the process and the fact that most likely the people doing this aren’t being paid to do it, have other jobs/responsibilities and yet are expected to bring many areas of expertise to the fore when dealing with other experts, paid developers, City staff and CC.

-Mediation and Decision Points, aka “Death By Mediation”. Discuss that while the mediation is on-the surface designed to bring parties together and find common ground, most of the time, developers don’t meaningfully negotiate. They want one thing and one thing only, to scrape and develop. That then puts unspoken pressure on the community to acquiesce, again because of time, money and expertise needed to fight this.

Focus here is showing how progress can stop at any point along the way:

Somebody has to see the sign.

Somebody has to post somewhere about the sign.

Somebody has to step forward to help \*and\* that someone needs a modicum of knowledge about the process.

Somebody is needed to do additional research. Although Landmark staff reports are amazing, they’re not the end-all of research.

Somebody is needed to put together the application. That can cost money (Channel 7 people paid $2k just for the report and were lucky they had an architect as one of the applicants who could do the architectural description portion of the application).

Transitioning from research/application to political thrust.

-Powerful groups will typically weigh in against the efforts. Private property rights are typically raised as being some sacred right being assaulted but ignore that private property rights are impacted daily by things like zoning, building codes. In our case, there was nothing but silence for a number of reasons:

-House condition and our argument about adaptive reuse played well politically, particularly when we spread the info that the developer really only wanted a tiny slice of the lot. We used another recent example of a Denver Mansion and how a developer cut it into apartments while building a fairly nice building around it, thus why not do the same here? Those “pro-developer lobbying groups” had previously highlighted that property as an example, thus, when we’d point out we would love to see the same thing done here, they couldn’t really say “no”.

-The developer in question is actually highly disliked by other developers. Always welcome “Insider Pettiness” if it works to your advantage.

**Influencers Slide**

-Talk about the role HD played, and the people HD could contact who would quietly lobby.

-Provide the backstory about getting former Mayor Webb to weigh in but also point out that played better with the media than the people actually making the final decision.

**The Traditional Media**

-The instant you file an owner-opposed application, the media will reach out to you…initially. Provide a quick timeline of my media experience.

-They are hard-wired into a “both sides” mentality of reporting but inevitably slant coverage in favor of the developer. The so-called “Housing Crisis” plays into this.

-Media will stop contacting you at some point so you either become good and contacting them or depend on your Institutional partners (HD) who have that skillset to keep in touch and help work the preservation angle.

-There is no such thing as “bad press” if you look at it in terms of reaching people. The lobbying groups that work against these efforts have more experience, contacts and paid people to message the media message, again we got lucky as they were largely silent on this one.

**Skillset Diversity Slide**

-You’re always trying to build a Constituency for the property.

-Once into that phase, you need people who are good at a ton of things: media, interviews, canvassing, flyering, etc. You are basically now running a small political campaign.

-We had people step up to the plate that previously had no preservation experience but were eloquent and important voices (Dr Tyler for example). We had a great canvasser, we had somebody who was willing and good with the media interviews, we had people who helped network with other RNOs, a graphics person. In most cases, the above turned out to be 1-3 people, again, time and money are a factor here.

-Reaching out to CC was another critical element. Outline my approach and experience during that phase.

-Time & Money (color flyering). “Scott, you have a second full-time job doing this.” Compare that to recent Montview community effort.

**End Results and Takeaways Slide**

-The Equation shown is the “mission statement”: Everything should go toward building a constituency, “Give a voice to something voiceless”

-Go over RNO outreach & support, particularly how receptive many were and eager to continue efforts.

-Highlight getting support emails and how the social media and follow up private contact efforts were continual in order to get people to submit. It always goes back to the ration between the Moaners and the people who actually do something.

-Mayor Webb’s support might not have tilted any specific CC member in our favor but the media coverage of something unprecedented like that had an impact.

-The lack of any pro-developer media campaigning was helpful. Point out how early efforts to take projects that they glowingly approved of and how this could be another might have cut them off before they could act.

-Highlight all the efforts to get people to speak whether at LPC or in front of CC. It matters and ours was the most attendance to date for any of these owner-opposed efforts. You have to start that from the instant you submit the application.