

1. Mission Statement

Insert mission statement here.

Notes:

Preparing the Mission Statement

The Mission Statement is the first of the six required elements of a Preservation Plan. It is the heart of the Preservation Plan, giving the plan a purpose and providing a basis for development of the Goals and Objectives element. A mission statement can be described as a community's philosophy or belief about the purpose and function of the HPOZ. Often, a mission statement is accompanied by a vision for the future of the community or district.

The Mission Statement will be unique to each individual HPOZ community. Consequently, the Mission Statement should be reflective of your community's individual philosophy on historic preservation and describe the community vision for the future of the HPOZ area. Mission statements reflect a community's belief system, core values, principals, and needs. It is the foundation of a plan that eventually becomes a basis for decisions on historic preservation projects.

A mission statement is normally developed during a public participation process targeted at engaging the widest possible spectrum of people residing in the HPOZ community. During the development process, discussion sessions and brainstorming help generate ideas and input from the community on the purpose of the plan. Answering the following questions may help provide the basic elements for developing a mission statement for your community:

- *What are the unique and desirable historic characteristics of the neighborhood?*
- *Who is the plan's target audience? Who are the stakeholders in the community?*
- *What are the core values and beliefs of the community regarding historic preservation?*
- *What are the needs of the HPOZ community that the plan can address?*
- *What will the plan do to address the needs?*
- *What is the shared common vision for the community's future?*

Through public discourse, the most important values and ideas on direction and purpose should emerge and be refined into a clear, concise statement. Although this step may be difficult and involve input from a variety of diverse community interests, it is important to ensure that the Mission Statement truly reflects the community it will serve. Every idea is important and worth discussing- in the end, your community will better understand each other and have arrived at a shared vision of its future on which to build a Preservation Plan.

In the development of a mission statement, it may be helpful to think about and identify the end users of the Preservation Plan. The most obvious users are the property owner proposing a project and the HPOZ Board reviewing the project, but the Preservation Plan will also be used throughout the community, by residents, students, real estate professionals, architects, designers, planners, contractors, business owners, and others. How will the Mission Statement incorporate these experiences and points of view?

During Preservation Plan workshops held by the Department, several common themes emerged about what the Mission Statement and vision of the Preservation Plans could be. Some of the common themes included:

- *education of the public on the importance of historic preservation*
- *development of neighborhood pride*
- *creation of a predictable operating environment*
- *community involvement*