

**HISTORIC PRESERVATION PLAN - STRATEGIES PRIORITIZATION**  
**HPPAC MEMBER RANKINGS - AUGUST 21, 2019**

At its July 17, 2019 meeting, Historic Preservation Plan Advisory Committee members were asked to rank their top 5 highest priority strategies under each of the 6 goals, with "1" being the highest priority and "5" being the fifth highest. Nine (9) members provided rankings and this is a summary of the results. Strategies with a high number of top 5 mentions and/or high average scores are highlighted to facilitate a discussion by the Committee.

GOAL 1: PROMOTE HISTORIC PRESERVATION IN MADISON			TOP 5 MENTIONS	AVG.	NUMBER OF RANKINGS 1-5				
					1	2	3	4	5
1a.i	Place plaques at existing buildings and sites, lost buildings, and cultural places to identify significant historical events and locations		9	2.33	4	1	2	1	1
1a.ii	Locate storytelling plaques at cultural and historical buildings and sites throughout the City		5	2.00	2	1	2		
1a.iii	Develop tourism marketing and branding materials that highlight historic attractions in the City		7	3.00	1	2	3	2	1
1b.i	Create story sharing events, local and city-wide, that allow people to learn about Madison’s social history		4	4.25			1	1	2
1b.ii	Sponsor a Historic Preservation booth at local events with brochures, educational graphics, and resources		1	5.00					1
1c.i	Create an exhibit of lost buildings and significant structures that can be shared at different locations across the City and online		3	3.00		2			1
1c.ii	Produce Historic Preservation social media sites		3	4.00			1	1	1
1c.iii	Create story sharing events about buildings and landmarks that have been lost		3	4.33			1		2
1d.i	Coordinate an urban design program to visually promote City-owned historic buildings and historic districts		6	2.33	1	3	1	1	
1d.ii	Publish a list of city-owned historic buildings and provide public access		4	3.25	1			3	

GOAL 2: PRESERVE PLACES THAT REPRESENT ARCHITECTURE, EVENTS, AND PEOPLE IMPORTANT TO MADISON'S HISTORY			TOP 5 MENTIONS	AVG.	NUMBER OF RANKINGS 1-5				
					1	2	3	4	5
2a.i	Determine which types of resources/building types/groups are underrepresented in the current historic resources inventory		9	2.11	6		1		2
2a.ii	Create story sharing activities, local and City-wide, that highlight Madison’s past and current diversity		7	3.29		2	2	2	1
2b.i	Adopt a City policy regarding the use of historic preservation easements on landmark-eligible properties the City sells to ensure the properties are protected		3	3.00		2			1
2b.ii	Provide "Do-it-Yourself" training workshops about historic preservation techniques		5	2.40	1	1	3		
2b.iii	Consider a city-wide building protection policy for historic buildings that are adjacent to construction projects		4	3.50			2	2	
2c.i	Require demolition permit documentation to be strengthened and expanded		4	3.50		1	1	1	1
2c.ii	Develop a "Top 10 Historic Buildings to Preserve" exhibit or program		8	2.88	2	2		3	1
2c.iii	Work with professional organizations to create a Disaster Response Plan and Assistance Program for historic resources		5	4.20		1		1	3

GOAL 3: PROMOTE HISTORIC PRESERVATION AS PART OF ECONOMIC DEVELOPMENT			NUMBER OF RANKINGS 1-5					
		TOP 5 MENTIONS	AVG.	1	2	3	4	5
3a.i	Develop a database of properties that are eligible for historic tax credits	6	2.50	3		1	1	1
3a.ii	Encourage adaptive reuse as an affordable housing option	6	2.67	1	3		1	1
3a.iii	Identify and publicly list vacant lots permitted for development within historic districts	6	3.17	1		3	1	1
3a.iv	Promote and document how good design is good for business development and retention	5	2.80	1	1	1	2	
3b.i	Identify and provide grants for condition assessments, Historic Structure Reports, and other professional historic preservation services for historic properties	5	2.20	2	2			1
3b.ii	Dedicate demolition permit fees to help fund programs related to historic preservation	3	2.33	1	1		1	
3b.iii	Develop a revolving loan program that can be used for private rehabilitation and property acquisition for historic preservation projects	6	3.67			4		2
3b.iv	List local, state, and federal funding sources on the City's Historic Preservation website	0	0.00					
3c.i	Prepare an annual impact study of historic property investments in the City	6	3.67		2		2	2
3c.ii	Establish a database that documents the base assessments of historic preservation properties and projects	2	4.50				1	1



GOAL 4: COORDINATE MUNICIPAL POLICIES TO PROTECT HISTORIC RESOURCES			TOP 5 MENTIONS	AVG.	NUMBER OF RANKINGS 1-5				
					1	2	3	4	5
4a.i	Coordinate Historic Preservation recommendations and policies among departments and agencies		4	1.75	2	1	1		
4a.ii	Develop a document that outlines the development proposal review process and criteria for historic properties to educate staff, departments, and committees		6	3.00	1	2	1		2
4b.i	Collaborate with other historic preservation commissions, historical societies, tribal groups, and related groups to explore and promote historic preservation		3	2.67		1	2		
4b.ii	Encourage Building Rehabilitation Programs that focus on historic properties		2	4.00				2	
4b.iii	Collaborate with MATC and technical universities to develop trades and skills necessary for historic preservation		4	2.50		2	2		
4c.i	Include building reuse as a sustainable strategy in City plans and policies		2	3.50		1			1
4c.ii	Allow a streamlined process for using sustainable strategies on historic buildings		3	4.00			1	1	1
4d.i	Provide an online outline of the process and all pertinent information required for historic preservation applications		2	4.50				1	1
4d.ii	Allow an expedited/simplified review process for tax credit projects		3	4.00			1	1	1
4d.iii	Prepare Illustrated Design Guidelines for buildings within historic districts, including those outside period of significance		4	1.00	4				
4e.i	Consider properties with existing National Register of Historic Places designation for local designation		4	3.25	1		1	1	1
4e.ii	Review the boundaries of existing historic districts related to coterminous or overlapping Nationals Register of Historic Places districts		1	4.00				1	
4e.iii	Develop a training program for Historic Preservation staff and Commission members that reviews the purpose, procedures, and regulations of preservation projects		1	2.00		1			
4e.iv	Review and simplify historic preservation applications and forms		2	4.00				2	
4e.v	Update the Historic Preservation Plan every 10 years		4	3.25	1	1			2



GOAL 5: ENGAGE THE COMMUNITY IN DETERMINING ONGOING HISTORIC PRESERVATION PRIORITIES			NUMBER OF RANKINGS 1-5					
		TOP 5 MENTIONS	AVG.	1	2	3	4	5
5a.i	Utilize a variety of tools, both digital and in-person, to gather and post information about Madison’s history, diversity, and culture	9	1.78	4	3	2		
5a.ii	Integrate art into the story telling aspect of historic preservation	6	3.33		1	2	3	
5a.iii	Sponsor a Historic Preservation booth at local events with brochures, educational graphics, and resources	6	3.67		2		2	2
5b.i	Reach out to local underrepresented groups to gather additional information about buildings, places, or events that should be part of Madison’s story	8	2.50	4	1		1	2
5b.ii	Expand the Neighborhood/Trusted Advocate Ambassadors program to include historic preservation	7	4.00			3	1	2
5b.iii	Utilize social media to announce events and engage the public on historic preservation practices, events, policies, and projects	9	3.22	1	2	2	2	2

GOAL 6: EDUCATE THE PUBLIC ABOUT MADISON'S HISTORY AND THE VALUE AND BENEFITS OF HISTORIC PRESERVATION			TOP 5 MENTIONS	AVG.	NUMBER OF RANKINGS 1-5				
					1	2	3	4	5
6a.i	Create interactive websites, online articles, exhibits, and tours on the benefits of preservation	7	2.14	2	3	1	1		
6a.ii	Digitize and create a website for the City's historical collection, including local historic district and landmark applications and National Register of Historic Places nominations	6	3.33	2			2	1	
6a.iii	Encourage the development of radio talk shows, podcasts, video, and other mediums that highlight stories about historic preservation	3	3.67			2		1	
6a.iv	Coordinate with local schools to integrate historical activities into the curriculum at different age groups	6	3.83			2	3	1	
6a.v	Provide a mechanism to amend or update existing landark nominations and designations	4	3.25		1	2		1	
6a.vi	Develop and maintain an easy-to-find online instructional form for historic preservation actions and procedures	4	2.75	1	1		2		
6b.i	Develop a Property Owner Handbook that highlights restoration strategies, materials, techniques, and regulations	4	2.50	1	2			1	
6b.ii	Create a technical page on the Historic Preservation website that has links to local and national historic preservation resources	2	2.00	1		1			
6b.iii	Develop a training course for real estate and insurance professionals that highlights the city procedures and process for historic preservation projects	1	4.00				1		
6c.i	Establish events to showcase historic preservation	1	5.00					1	
6c.ii	Develop an awards program that honors property owners for careful stewardship of historic properties and local historic preservation projects	1	5.00					1	
6d.i	Create an online catalog and map of historic sites and buildings	4	2.25	2	1			1	
6d.ii	Produce Historic Preservation social media sites	2	2.50		1	1			