

DRAFT Goals and Objectives

Goal – overarching statement of intent to guide preservation-based decisions.

Objective – more specific intent/objective statement to guide preservation decisions and activities.

The Goals & Objectives were derived from comments provided by the public during public meetings, surveys, etc. The next step will be to identify Implementation Strategies –actions, policies activities.

1. *Promote historic preservation in Madison.*

- o Promote cultural tourism and civic pride by sharing Madison’s unique culture and character through an inclusive process
- o Celebrate social history along with buildings and places
- o Share stories of places that have been lost while also looking forward
- o Promote best practices in historic preservation within civic buildings

2. *Preserve places that represent significant historic architecture, events, and people.*

- o Represent Madison’s diversity through storytelling
- o Ensure good stewardship of historic buildings
- o Preserve historic buildings that are deteriorated or threatened by demolition
- o Promote adaptive reuse of historic structures with incentives and programs

3. *Promote historic preservation as part of economic development.*

- o Promote economic growth by balancing new development, density, and mix of uses with preservation
- o Allocate public funding for private historic preservation projects
- o Identify new incentives and financial resources
- o Measure neighborhood value impact from historic preservation projects

4. *Coordinate municipal policies to protect historic resources.*

- o Coordinate efforts and regulations between city plans, policies, and departments
- o Facilitate and coordinate preservation efforts with other agencies – Federal, State, County, local schools, neighborhoods
- o Review regulations to ensure clear and predictable processes
- o Evaluate how regulations should be applied in different districts and to different building types
- o Facilitate preservation efforts by enforcing and streamlining existing historic district regulations

5. *Engage the community in determining ongoing historic preservation priorities.*

- o Engage the community at local events to gather input about historic preservation
- o Solicit ideas and stories from the public through a variety of methods and techniques
- o Ensure an inclusive engagement process

6. *Educate the public about Madison's history and the value and benefits of historic preservation.*

- o Educate visitors and residents of all ages about Madison's history
- o Inform the public and property owners about historic preservation benefits, techniques, and efforts
- o Recognize and publicize successful preservation projects