



HISTORIC PRESERVATION PLAN
ADVISORY COMMITTEE
JUNE 27, 2018

**...to identify, celebrate,
and preserve the
places that represent
our collective history.**

PURPOSE OF THE PLAN

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 city-owned buildings and places

2. Preserve places that represent historic architecture, events and people important to Madison's history.

- o Represent Madison's diversity
- o Ensure good stewardship of historic buildings and places
- 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 sustainable economic growth by balancing new development with preservation
- o Allocate public funding for historic preservation projects
- o Identify incentives and financial resources
- o Measure neighborhood benefits from historic preservation

4. Coordinate municipal policies to protect historic resources.

- o Coordinate efforts and regulations among city plans, policies, ordinances, and departments
- o Facilitate and coordinate preservation efforts with other governmental and community entities – Federal, State, University, County, local schools
- o Integrate sustainability policies to conserve energy and resources
- o Provide clear and predictable processes

5. Engage the community in determining ongoing preservation priorities.

- o Solicit ideas and stories about historic preservation from the public through a variety of methods and techniques
- o Ensure an actively 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
- o Share stories of historic and community places that have been lost or are under-recognized.

WHAT IS MISSING??



GOALS & OBJECTIVES

**How does
Madison
GO BEYOND
the typical plan?**

HISTORIC PRESERVATION BIG IDEAS



HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE