



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.

- Promote cultural tourism and civic pride by sharing Madison's unique culture and character through an inclusive process
- Celebrate social history along with buildings and places
- Share stories of places that have been lost while also looking forward
- 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.

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

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

- Promote sustainable economic growth by balancing new development with preservation
- Allocate public funding for historic preservation projects
- Identify incentives and financial resources
- Measure neighborhood benefits from historic preservation

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

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

## 5. Engage the community in determining ongoing preservation priorities.

- Solicit ideas and stories about historic preservation from the public through a variety of methods and techniques
- Ensure an actively inclusive engagement process

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

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