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.**
   - Promote cultural tourism and civic pride by sharing Madison’s unique culture and character through an inclusive process
   - Celebrate social history along with buildings, places, and cultural landscapes
   - 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 architecture, events, and people important to Madison’s history.**
   - Represent the history of Madison’s diversity
   - Ensure good stewardship of historic buildings, districts, and places
   - Protect 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 and preservation
   - Allocate public funding for historic preservation projects
   - Identify incentives and financial resources
   - Measure neighborhood benefits from historic preservation

July 25, 2018
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
   - Integrate historic preservation and environmental sustainability policies
   - Provide clear and predictable City processes
   - Enforce and enhance existing preservation programs

5. **Engage the community in determining ongoing historic 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
   - Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements
   - Recognize and publicize successful preservation projects
   - Share stories of historic and community places that have been lost or are under-recognized