

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, places, and cultural landscapes
- 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 architecture, events, and people important to Madison’s history.*

- o Represent the history of Madison’s diversity
- o Ensure good stewardship of historic buildings, districts, and places
- o Protect 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 and 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
- o Integrate historic preservation and environmental sustainability policies
- o Provide clear and predictable City processes
- o Enforce and enhance existing preservation programs

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