

## HISTORIC PRESERVATION PLAN - INITIAL STRATEGIES RANKINGS FOR DISCUSSION BY THE HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE DECEMBER 12, 2018

This list is an initial prioritization of each of the potential strategies discussed by the Historic Preservation Plan Advisory Committee. At prior meetings, the Committee endorsed the goals and objectives. Through a combination of public input, suggestions from the consultants and City staff, and Committee discussion, a "laundry list" of potential strategies aimed at achieving each of the objectives was developed. Committee members were then asked to individually rank the potential strategies under each objective, with "1" being the highest priority (for example, if an objective has 3 potential strategies, they were ranked from 1-3, or if an objective has 6 potential strategies, they were ranked from 1-6).

Based on these scores, staff and the consultants ranked the strategies from highest to lowest based primarily on the average score, but also informed by the total score and individual scores. The ranking category was based primarily on where logical breaks in the scoring occurred.

Highest ranking
Moderate ranking
Lowest ranking

**THIS INITIAL RANKING IS TO FACILITATE A DISCUSSION BY THE HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE AS THEY CONTINUE TO WORK, AS A COMMITTEE, TO DETERMINE THE HIGHEST PRIORITY STRATEGIES FOR ACHIEVING THE GOALS AND OBJECTIVES.**

	Average Ranking	Total Score	Individual Committee Member Rankings											
			A	B	C	D	E	F	G	H	I	J	K	
<b>GOAL 1 - Promote historic preservation in Madison</b>														
<b>Objective 1a. Promote cultural tourism and civic pride by sharing Madison's unique culture and character</b>														
1	Native American plaques on existing and lost buildings and sites	2.8	31	5	2	3	2	3	5	2	1	2	5	1
2	Storytelling plaques on cultural and historical buildings and sites	3.1	34	1	1	2	3	4	4	2	7	1	4	5
3	Tourism marketing of historic attractions in the City	3.3	36	4	4	5	4	1	1	1	3	3	6	4
4	Smart technology tours	3.4	37	2	3	6	6	2	2	1	7	5	1	2
5	Public ceremony for new landmark designations/NRHP	3.7	41	3	6	4	5	5	3	4	1	4	3	3
6	Historic Preservation program branding	4.9	54	7	5	1	1	6	7	6	7	6	2	6
7	History Club monthly meeting	6.6	73	6	7	7	7	7	6	5	7	7	7	7
<b>Objective 1b. Celebrate social history along with buildings, places, and cultural landscapes</b>														
9	Radio talk shows, podcasts, YouTube (different languages)	1.8	20	3	1	3	1	2	1	1	3	1	3	1
10	Story sharing event	2.5	28	1	3	2	3	3	3	3	3	3	2	2
11	Historic Preservation booth at local events	2.6	29	2	2	1	4	4	2	3	3	4	1	3
12	Van, boats, and alternative transportation tours	3.2	35	4	4	4	2	1	4	2	4	2	4	4
<b>Objective 1c. Share stories of places that have been lost while also looking forward</b>														
14	Exhibit of lost buildings and significant structures	1.8	20	1	1	2	3	1	3	2	3	2	1	1
15	Historic Preservation social media	2.0	22	2	2	3	1	3	1	1	3	1	3	2
16	Story sharing event	2.4	26	3	3	1	2	2	2	2	3	3	2	3
<b>Objective 1d. Promote best practices in historic preservation within City-owned buildings and places</b>														
18	Coordinated urban design program to promote historic districts	1.5	17	1	3	2	1	1	1	1	1	2	1	3
19	List of all City-owned historic properties and Management Plans for historically important City-owned historic resources	2.1	23	2	2	1	4	2	2	4	1	1	3	1
20	Provide public access to City-owned historic buildings	3.1	34	4	1	3	2	3	3	4	4	4	2	4
21	Annual Report of public investment in historic properties and buildings	3.1	34	3	4	4	3	4	4	1	2	3	4	2

22	<b>GOAL 2 - Preserve places that represent architecture, events, and people important to Madison's history</b>													
23	<b>Objective 2a. Represent the history of Madison's diversity</b>													
24	Study which types of resources/building types/groups are underrepresented to inform prioritization for programs and designation	1.5	15	1	1	3	1	2	1	2	2	1	1	
25	Story sharing events	2.1	20.5	3	2	1	3	2.5	1	1	3	2	2	
26	Cross-cultural roundtables	2.3	22.5	3	2	2	2	2.5	1	1	3	3	3	
27	<b>Objective 2b. Ensure good stewardship of historic buildings, districts, and places</b>													
28	Historic preservation easement	2.3	23	2	4	1	3	1	2	1	4	2	3	
29	Do-it-yourself workshop	2.5	25	1	1	5	5	2	1	2	5	1	2	
30	Create a "Friends of" group for Historic Districts	2.7	24	1	5	2	4	2	3		3	3	1	
31	Include adjacent properties when reviewing eligibility for designation	2.9	26	1	5	3	2	2	3		1	4	5	
32	Building protection policy	3.3	33	5	3	4	1	5	3	2	1	5	4	
33	<b>Objective 2c. Protect historic buildings that are deteriorated or threatened by demolition</b>													
34	Demolition permit documentation	1.9	19	3	1	3	2	1	1	1	2	2	3	
35	Top 10 historic buildings to preserve	1.9	17	1	2	1	1	2	3		3	3	1	
36	Disaster response plan and assistance program for historic resources	2.1	21	2	3	2	3	3	2	1	2	1	2	
37	<b>GOAL 3 - Promote historic preservation as part of economic development</b>													
38	<b>Objective 3a. Promote sustainable economic growth by integrating new development, reuse, and preservation</b>													
39	Database of properties that are eligible for historic tax credits	2.3	25	2	3	5	2	4	2	1	1	1	2	
40	Adaptive reuse as affordable housing	2.8	31	1	1	3	5	1	3	3	2	2	5	
41	List of vacant lots permitted for development, consistent with Downtown Plan	2.8	31	4	2	1	3	2	5	2	2	4	3	
42	Promote and document how good design is good for business development and retention	3.2	35	5	5	4	1	3	1	2	4	5	1	
43	Mixed-use development to provide financially feasible projects	3.4	37	3	4	2	4	5	4	5	2	3	4	
44	<b>Objective 3b. Identify incentives and financial resources and allocate funding for historic preservation projects</b>													
45	Grants for condition assessments, Historic Structures Reports, and professional services of qualified historic properties	2.0	22	2	2	1	2	1	1	1	2	4	5	
46	Dedicate demolition permit fees to help fund programs related to historic preservation	2.8	31	1	5	5	1	5	3	1	2	1	4	
47	Building protection policy revolving loan program	3.6	40	3	1	3	6	6	4	1	2	2	6	
48	Sources of available funding provided on City website	3.8	42	6	3	6	3	7	6	1	2	5	1	
49	Energy efficiency loans or grants for historic properties	4.1	45	5	4	7	7	3	2	1	2	7	3	
50	Sale/purchase of development rights program	4.3	43	4	7	2	4	4	5		2	6	2	
51	Historic preservation materials voucher program	5.1	51	7	6	4	5	5	7		2	3	7	
52	<b>Objective 3c. Measure neighborhood benefits from historic preservation</b>													
53	Impact study of historic property investments	1.3	14	1	1	1	2	1	1	1	2	1	1	
54	Establish a base of assessments of historic preservation properties and projects	1.7	17	2	2	2	1	2	2		1	2	2	

55	<b>GOAL 4 - Coordinate municipal policies to protect historic resources</b>													
56	<b>Objective 4a. Coordinate efforts and regulations among City plans, policies, ordinances, and departments</b>													
57	Historic Preservation recommendations and policies should be coordinated between departments and agencies	1.5	17	1	2	1	3	2	1	1	1	1	1	3
58	Documentation should be provided from the City to staff, committees, and departments reviewing historic properties and districts	1.9	21	2	3	2	2	3	2	1	1	2	2	1
59	Matrix highlighting list of City regulations noted above (available online)	2.2	24	3	1	3	1	1	3	2	2	3	3	2
60	<b>Objective 4b. Facilitate and coordinate preservation efforts with other governmental and community entities</b>													
61	Collaborate with other historic preservation commissions, historical societies, and related groups to explore and promote common interests, mutual benefits, and share historical data and research	2.1	23	4	1	1	1	2	4	2	2	3	2	1
62	Building rehabilitation programs and organizations that focus on historic properties	2.5	27	1	3	2	4	5	1	1	2	4	1	3
63	Coordinate with relevant tribes on educating the public on historic sites and buildings	2.6	29	3	2	3	3	4	2	3	1	1	3	4
64	Coordinate with Ho-Chunk tribal government	3.1	34	5	4	4	2	3	3	3	1	2	5	2
65	MATC and technical university collaboration	4.2	42	2	5	5	5	1	5		5	5	4	5
66	<b>Objective 4c. Integrate historic preservation and environmental sustainability policies</b>													
67	Encourage salvage and reuse of materials from buildings being demolished	1.5	17	2	1	2	3	1	1	1	1	3	1	1
68	Allow a streamlined process for using sustainable strategies on historic buildings to make them more efficient, without loss of historic character	1.7	19	1	3	1	2	2	2	2	1	1	2	2
69	Building reuse is listed as a sustainable strategy	2.3	25	3	2	3	1	3	3	1	1	2	3	3
70	<b>Objective 4d. Provide clear and predictable City processes</b>													
71	Expedited/simplified review for tax credit projects	1.8	16	3	1	2	1	1	3	1	2			2
72	Illustrated design guidelines	2.0	18	1	3	1	3	2	2	1	2			3
73	Process outlined and all pertinent information on website (including applications)	2.0	16	2	2	3	2	3	1		2			1
74	<b>Objective 4e. Enforce and enhance existing preservation programs</b>													
75	Eligible for Designation Policy - Continue to identify resources eligible for designation; Update architectural & historical surveys of the entire city. Create strategy to update again in the future	2.2	20	1	4	2	2	1	1	1	5			3
76	Identify and nominate properties as National Historic Landmarks	3.8	34	2	6	4	4	2	11	2	1			2
77	Boundary study of existing historic districts related to NRHP districts	4.3	39	6	8	1	3	7	7	1	5			1
78	Enforcement training for City inspectors	4.9	44	4	3	10	6	10	2	1	1			7
79	Simplify/revise applications and forms	5.3	48	5	7	6	8	9	5	1	1			6
80	Training program for Historic Preservation staff and Commission members	5.4	49	9	2	8	5	6	4	1	5			9

81	Update Historic Preservation Plan every 5 years	5.8	52	7	1	11	6	4	10	1	1			11
82	Investigate adding local designation for existing NRHP properties and districts, along with potential incentives	5.8	52	11	10	3	1	3	8	1	11			4
83	Study Historic Preservation staffing needs to ensure responsive input	6.3	57	8	11	7	4	5	6	1	5			10
84	Review NRHP criteria and priority evaluation for local landmark designation to allow flexibility	6.9	55	3	5	5	9	8	9		11			5
85	Allocation program for non-compliance fines	8.5	68	10	9	9	7	11	3		11			8
86	<b>GOAL 5 - Engage the community in determining ongoing historic preservation priorities</b>													
87	<b>Objective 5a. Solicit ideas and stories about historic preservation from the public through a variety of methods and techniques</b>													
88	Mobile public art projects	1.4	15	1	2	1	1	1	2	2	2	1	1	1
89	Historic Preservation booth at community events	1.8	20	2	1	2	2	2	1	2	2	2	2	2
90	<b>Objective 5b. Ensure an actively inclusive engagement process</b>													
91	Reach out to local underrepresented groups to gather additional information and resources	1.8	20	3	1	1	2	2	1	3	1	1	3	2
92	Neighborhood/Trusted advocate ambassadors program	2.0	22	2	2	2	1	3	3	1	3	3	1	1
93	Social media calls for engagement	2.3	25	1	3	3	3	1	2	2	3	2	2	3
94	<b>GOAL 6 - Educate the public about Madison's history and the value and benefits of historic preservation</b>													
95	<b>Objective 6a. Educate visitors and residents of all ages about Madison's history</b>													
96	Websites, online articles, exhibits, and tours on the benefits of preservation	3.0	33	3	4	3	1	3	1	3	1	3	8	3
97	Digitize and create a website for City's historical collection, including landmarks applications, NRHP nominations, etc.	3.4	37	1	9	7	2	5	3	1	1	1	6	1
98	Radio talk shows, podcasts, YouTube, and other press groups	4.5	49	6	2	4	4	1	2	3	5	9	11	2
99	Cultural walking tours	4.7	52	2	1	10	3	2	4	2	11	4	3	10
100	Coordinate with local schools	5.5	61	5	5	2	7	9	5	4	5	6	4	9
101	Do-it-yourself workshops	6.0	66	4	3	9	9	4	7	3	11	11	1	4
102	Online calendar of history and cultural related events	6.7	74	7	10	1	5	7	9	4	11	5	9	6
103	Historic Preservation booth at community events	6.8	75	8	6	6	11	8	6	4	11	8	2	5
104	Resurvey designated properties every 10 years to keep information up to date	7.4	81	11	7	11	8	11	8	11	1	2	5	6
105	Develop and maintain an online instructional form	7.7	77	10	8	5	6	6	10		11	7	7	7
106	Book festival	10.1	101	9	11	8	10	10	11		11	10	10	11
107	<b>Objective 6b. Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements</b>													
108	Develop property owner handbook	2.1	23	1	1	1	1	2	2	1	5	4	1	4
109	Technical page on Historic Preservation website	3.0	33	2	5	5	3	1	1	1	5	3	4	3
110	List of historic preservation architects, contractors, and consultants	3.0	33	3	4	2	4	5	5	1	1	5	2	1
111	Outreach meetings to explain historic preservation techniques to property owners	3.1	34	5	2	3	2	3	4	1	2	2	5	5
112	Real estate professional training	3.1	34	4	3	4	5	4	3	1	4	1	3	2

113	<b>Objective 6c. Recognize and publicize successful preservation projects</b>										
114	Honor property owners for careful stewardship of historic properties	2.8	22	1	2	3	6	5	1	1	3
115	"Rehabarama" event	3.4	27	4	6	1	2	1	5	6	2
116	Quarterly Tour of Homes highlighting preservation and rehab	3.5	28	3	1	5	3	3	2	6	5
117	Annual State of Historic Preservation address during National Historic Preservation Month in May	3.5	28	5	4	6	1	2	3	6	1
118	Website recognition of different types and scales of historic preservation	4.0	32	6	3	4	4	6	4	1	4
119	Real estate open house events	4.5	36	2	5	2	5	4	6	6	6
120	<b>Objective 6d. Share stories of historic and community places that have been lost or are under-recognized</b>										
121	Online catalog, map, and social media	1.0	8	1	1	1	1	1	1	1	1