

2. Goals and Objectives

GOAL 1	Preserve the historic character of the community
Objective 1.1	Safeguard the character of historic buildings and sites
Objective 1.2	Recognize and protect the historic streetscape and development patterns
Objective 1.3	Ensure rehabilitation and new construction within the district complements the historic fabric
Objective 1.4	Recognize that the preservation of the character of the district as a whole takes precedence over the treatment of individual structures or sites.
GOAL 2	Preserve the historic streetscape
Objective 2.1	Encourage and maintain traditional front yards.
Objective 2.2	Promote retention of historic landscape features
GOAL 3	Preserve the historic appearance of residential structures
Objective 3.1	Encourage retention of significant architectural features
GOAL 4	Achieve widespread public awareness and involvement in historic preservation throughout the HPOZ
Objective 4.1	Keep local residents, the preservation community, the general public and decision makers informed about historic preservation issues and initiatives, and facilitate public access to this information
Objective 4.2	Increase public knowledge about preservation programs and practices and how they may be used to preserve historic properties and enhance our quality of life
Objective 4.3	Promote public participation in the HPOZ review process
Objective 4.4	Inform the public and preservation community about effective preservation techniques and resources
GOAL 5	Assist in the effective implementation of the HPOZ ordinance
Objective 5.1	Facilitate fair and impartial decisions regarding proposed projects with this Plan
Objective 5.2	Educate and inform the HPOZ community about the community benefits of historic preservation
Objective 5.3	Create a resource of information on architectural styles found within the neighborhood
Objective 5.4	Encourage citizen involvement and participation in the review process.

Notes:

Preparing Goals and Objectives

An essential part of a Preservation Plan is the goals and objectives element. It is the second required element and its placement after the mission statement is important because the plan's goals and objectives evolve from the mission statement. Together with the mission statement, goals and objectives set the tone for the remainder of the document.

An important part of the development of a Preservation Plan is for the community to articulate its own goals and objectives. Like the mission statement, Preservation Plan goals and objectives are specific to each community.

A goal is a general statement about what the preservation plan and historic preservation in the community should accomplish. An objective, on the other hand, is a more specific, action-oriented statement that outlines a particular strategy to accomplish a goal.

Goals come from what is known about the community. Some of the progressive steps involved in developing goals are:

- Identify factors that affect historic resources (issues, threats, and opportunities) within the community.
- Prioritize needs, issues and concerns
- Develop statements on how to take advantage of opportunities, overcome weakness and threats, address needs, etc.

It may be more convenient to prepare a laundry list of objectives from which you may identify a series of overarching goals. Don't worry about categorizing each objective as it is proposed... instead focus on brainstorming a number of possible objectives and then selectively assign them to the desired goals as appropriate. Remember to take care to tie the goals directly to the historic context of your HPOZ. The guidelines should not be general policy guidelines, or include topics outside the scope of the HPOZ process.

Examples of some of the objectives developed by local HPOZ Boards for Preservation Plans include:

- Recognize that the importance of the district is greater than individual structures or streets
- Treat the historic buildings with priority. Maintain an appropriate setting that gives them preeminence. Review proposed additions and/or alterations with serious consideration for their effects on the historic appearance of the structure.
- Recognize the importance of the streetscape and its reliance on the combined appearance of all the structures along its length. Allow greater latitude for projects not visible from the street.

Goal statements form the basis for objectives and each goal may have multiple objectives. Objectives are specific measurable tools that reach a goal. While mission/vision statements are broad statements about a community's historic resources, goals and objectives provide structure for attaining the vision and mission. Examples of possible goals and objective statements may be found to the left.

Your Goals and Objectives section may be many pages in length, and will most likely include language reflecting the unique challenges and opportunities in your community. Take care to remember that the most effective Goals and Objectives section includes clear, concise, and understandable language. This important section outlines what your HPOZ hopes to accomplish and lays out the common shared goals of your community's preservation efforts.