

PLANNING DIVISION STAFF REPORT

December 21, 2021



PREPARED FOR THE LANDMARKS ORDINANCE REVIEW COMMITTEE

Legistar File ID # [56516](#) Additional Public Engagement

Prepared By: William Fruhling, Principal Planner, Planning Division

Date Prepared: December 21, 2021

Introduction

At its meetings of October 27 and November 30, 2021, the Landmarks Ordinance Review Committee (LORC) discussed the structure and format for upcoming public meetings to receive input on the Draft Ordinance. This memo reflects those discussions and expands on some of the details.

Three public meetings will be held for the purpose of presenting and receiving feedback on the Draft Ordinance (AKA the 90% Draft) so that LORC can consider input received as it finalizes the ordinance. The meetings are not to revisit the ordinance format or educate people on approval processes (such information will come after the new ordinance is adopted).

Meeting Agenda Outlines

The following tables suggest an agenda outline for each of the three meetings. Changes to the agenda outlines since the November 30 meeting are **highlighted**.

MEETING #1	AGENDA OUTLINE	
All Districts / General Public Meeting (evening meeting)	1) Welcome/Introduction (<i>LORC member(s)</i>)	10 mins.
	-Welcome -Review meeting format and purpose	
	2) Process and Ordinance Overview (<i>staff</i>)	20 mins.
	-Background (origin, LORC purpose, process, etc.) -Changes from existing ordinance (structure and general standards) -Next steps	
	3) Discussion - Breakout Rooms by District (<i>1 staff + 1 LORC member per room</i>)	60 mins.
	-Guiding Questions (examples for discussion):	
	o Is the ordinance easy to understand?	
	o Will you be able to find what you need before starting a project?	
	o Given this structure, are there specific changes that could make the ordinance more user friendly?	
	o What specifically do you think will work well with this ordinance?	
	o What specific changes would you like LORC to consider as it finalizes the ordinance?	
	o Should the Period of Significance be changed from 1850-1929 to 1850-1944 for the Third Lake Ridge local historic district to align with the National Register District designation? (Third Lake Ridge Breakout Room only)	
	4) Adjourn	

BREAKOUT ROOM	STAFF MEMBER	LORC MEMBER
Mansion Hill	TBD	TBD
Third Lake Ridge	TBD	TBD
University Heights	TBD	TBD
Marquette Bungalows	TBD	TBD
First Settlement	TBD	TBD

MEETING #2	AGENDA OUTLINE
Development Professionals + Contractors Meeting (daytime meeting)	1) Welcome/Introduction (<i>LORC member(s)</i>) <i>10 mins.</i> -Welcome -Review meeting format and purpose
	2) Process and Ordinance Overview (<i>staff</i>) <i>20 mins.</i> -Background (origin, LORC purpose, process, etc.) -Changes from existing ordinance (structure and general standards) -Case study(ies) of projects under the existing and proposed ordinances -Next steps
	3) Discussion – Large Group (<i>staff + LORC</i>) <i>60 mins.</i> -Guiding Questions (examples for discussion): <ul style="list-style-type: none"> ○ Is the ordinance easy to understand? ○ Will you be able to find what you need before starting a project? ○ Given this structure, are there specific changes that could make the ordinance more user friendly? ○ What specifically do you think will work well with this ordinance? ○ What specific changes would you like LORC to consider as it finalizes the ordinance?
	4) Adjourn

MEETING #3	AGENDA OUTLINE
New Construction Meeting (evening meeting)	1) Welcome/Introduction (<i>LORC member(s)</i>) <i>10 mins.</i> -Welcome -Review meeting format and purpose
	2) Process and Ordinance Overview (<i>staff</i>) <i>20 mins.</i> -Background (origin, LORC purpose, process, etc.) -Changes from existing ordinance RE: New Construction (structure and new construction standards) -Review new construction standards and guidelines -Show matrix comparing 5 districts -Case study(ies) of projects under the existing and proposed ordinances -Next steps
	3) Discussion – Large Group (<i>staff + LORC</i>) <i>60 mins.</i> -Guiding Questions (examples for discussion): <ul style="list-style-type: none"> ○ Is the Ordinance easy to understand? ○ Do you feel the revised ordinance will result in more appropriate infill/redevelopment projects than the current ordinance? Why or why not? ○ What specifically do you think will work well with this ordinance? ○ What specific changes would you like LORC to consider as it finalizes the ordinance?
	4) Adjourn

Misc. Meeting Details

LORC offered the following suggestions regarding the public meetings:

- 1) ID attendees by affiliation (Zoom poll and/or ID by screen name) (check all that apply):
 - a. Property owner property in local historic district
 - b. Resident or business owner in local historic district
 - c. Developer or real estate professional
 - d. Architect, designer, or contractor
 - e. Other
- 2) Turn on cameras in break out rooms
- 3) Record video and post meetings to website
 - Any way to record break out rooms? (staff will take notes)
- 4) Zoning staff will attend the developers meeting
- 5) Establish time limits / guidelines for speakers (3 minutes?)

Additional Learning and Input Opportunities

Additional opportunities to learn more about, and provide feedback on, the Draft Ordinance include:

- 1) Survey- via Survey Monkey (see Attachment 1)
- 2) Project Website *(need to add url)*
- 3) Email/mail *(need to add url)*
- 4) LORC and Landmarks Commission Meetings

Advertising

- 1) Postcard- Postcards will be mailed to the owners of all properties in the five local historic districts. Please see sample below:

HISTORIC DISTRICT PUBLIC MEETINGS

The City of Madison Landmarks Ordinance Review Committee (LORC) was appointed by the Common Council to revise the Historic Preservation Ordinance for local historic districts. These ordinance changes will apply to all properties in the Mansion Hill, Third Lake Ridge, Marquette Bungalows, University Heights, and First Settlement local historic districts.

Three public meetings (below) will include an overview of the ordinance changes and an opportunity to comment on these changes. Please consider attending one or more of these virtual meetings.

MEETING:	DATE/TIME:
All Districts / General Public Meeting	<i>TBD</i>
Development Professionals + Contractors Meeting	<i>TBD</i>
New Construction Meeting	<i>TBD</i>

NOTE: These will be a virtual meetings. If you wish to attend, you must register in advance using instructions for participants noted on the agendas linked from the project website (below).

Please visit the project website to view the draft ordinance, learn more about the process and additional input opportunities, complete a survey on the revisions, and more:

www.cityofmadison.com/dpced/planning/ _____



- 2) Press Release- A press release will be prepared. Information about the meetings and survey will also be included in the City’s “Neighborhood News and Updates” that is emailed to neighborhood groups and other subscribers.
- 3) Emails- Emails will be sent to community partners (such as the Madison Trust for Historic Preservation, NARI, the Realtor’s Association, Downtown Madison, Inc., etc.), the Landmarks Commission notification group, the LORC notification group, the individual local historic district email groups, and the Historic Preservation Plan email list. Additional emails could be sent to recent Landmarks Commission applicants.

Next Steps and Timeline

Depending on when meetings are scheduled, below is a proposed timeline for the next steps to complete this process:

1) LORC - approval of public input Draft Ordinance (90% Draft)	DEC 21, 2021
2) Meeting scheduling, media preparation, advertising	early-mid JAN, 2022
3) Public meetings and survey	early FEB, 2022
4) LORC - approval of Draft Ordinance (100% Draft) -possible joint meeting with Landmarks Commission?	mid-late FEB, 2022
5) Common Council - Introduction	MAR 15, 2022
6) Landmarks Commission – special meeting	mid MAR, 2022
7) Common Council - Adoption	MAR 29, 2022

Attachment 1: Draft Survey

The City of Madison Landmarks Ordinance Review Committee (LORC) was appointed by the Common Council to revise the Historic Preservation Ordinance for local historic districts. These ordinance changes will apply to all properties in the Mansion Hill, Third Lake Ridge, Marquette Bungalows, University Heights, and First Settlement local historic districts. Please complete this short survey to convey your thoughts on the proposed draft ordinance revisions. Input received will be provided to LORC for consideration in finalizing the ordinance revisions. Prior to completing the survey, please visit the project website to view the draft and learn more about the process. www.cityofmadison.com/dpced/planning/_____

I am a/an: (check all that apply):

- Property owner property in local historic district
- Resident or business owner in local historic district
- Developer or real estate professional
- Architect, designer, or contractor
- Other

I am most interested in the following local historic district(s): (check all that apply):

- Mansion Hill
- Third Lake Ridge
- University Heights
- Marquette Bungalows
- First Settlement

- 1) Is the ordinance easy to understand? *(Yes/No/unsure)*
- 2) Will you be able to find what you need before starting a project? *(Yes/No/unsure)*
- 3) Given this structure, are there specific changes that could make the ordinance more user friendly?
(open ended)
- 4) Do you feel the revised ordinance will result in more appropriate infill/redevelopment projects than the current ordinance? *(Yes/No/unsure)* Why or why not? *(open ended)*
- 5) What specifically do you think will work well with this ordinance? *(open ended)*
- 6) What specific changes would you like LORC to consider as it finalizes the ordinance? *(open ended)*
- 7) FOR THIRD LAKE RIDGE ONLY- Should the Period of Significance be changed from 1850-1929 to 1850-1944 for the Third Lake Ridge local historic district to align with the National Register District designation? *(Yes/No/unsure)*

Thank you for completing this survey and taking the time to learn more about this effort. Please visit the project website regularly for updates and/or to sign up for the project email list.