



PLANNING DIVISION STAFF REPORT

October 27, 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: October 20, 2021

Introduction

At its meeting of October 6, 2021, the Landmarks Ordinance Review Committee (LORC) discussed potential meeting formats to receive input on the Draft Ordinance and Guidelines. The Committee agreed that such engagement would be virtual and asked staff to prepare this outline based on its discussion.

Purpose

Based on the LORC discussion, the purpose of the meetings is to present and solicit feedback on the Draft Ordinance and Guidelines (AKA the 90% Draft) so that LORC can consider input received as it finalizes these documents. It was noted that these meetings are not to revisit the format. They are also not to educate people on processes or how to use the documents, as such information will come after the new ordinance is adopted.

Format

Although LORC discussed several approaches, staff believe that the consensus was to consider three meetings as described below (in no particular order):

- 1) All Districts Meeting
- 2) Development Professionals + Contractors Group
- 3) New Construction

MEETING	FOCUS	PRIMARY AUDIENCE	FORMAT	NOTES
All Districts Meeting	-Ordinance + Guidelines overview	-Property owners	-Overview to large group -Breakout rooms for each district for comments	-Assign a staff member and LORC member to each room -Evening meeting
Development Professionals + Contractors Meeting	-Ordinance + Guidelines overview	-Developers -Builders -Contractors -Architects	-Overview to large group and comments	-Daytime meeting
New Construction Meeting	-Ordinance + Guidelines overview for new construction only	-Property owners -Developers -Real Estate Professionals	-Overview to large group and comments	-Could discuss commercial districts such as Williamson Street -Evening meeting

Additional Input Opportunities

In addition to these meetings, there will be other options to receive feedback:

- 1) Survey- Staff could develop a survey mirroring questions asked at the meetings
- 2) Project Website
- 3) Email/mail
- 4) LORC Meetings

Advertising

As discussed at the LORC meeting, postcards should be mailed to the owners of all properties in the five local historic districts. There are a total of 1,550 parcels within these districts, and the cost to mail postcards to all owners would be approximately \$620. The Planning Division has sufficient budget to cover this cost. The postcards could note the dates of the meetings and direct people to the website to register for the virtual meetings, see the draft ordinance and guidelines, fill out the survey, and to find out more information.

Emails could be sent to community partners (such as the Madison Trust for Historic Preservation, NARI, the Realtor's Association, Downtown Madison, Inc., etc.). Additional emails could be sent to recent Landmarks Commission applicants.