

PLANNING DIVISION STAFF MEMO

October 3, 2019



PREPARED FOR THE HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE

Subject Compilation of committee comments on draft historic preservation plan
Legistar File #: [57047](#)
Prepared By: Heather L. Bailey, Ph.D., Preservation Planner

Background

At their meeting on August 21, 2019, the Historic Preservation Plan Committee agreed to submit comments and questions about the draft historic preservation plan to staff. Staff was to compile those comments for the group to use as a basis for discussion at their next meeting. Attached are the comments staff received for the committee's consideration.

Bailey, Heather

From: Muriel Simms <[REDACTED]>
Sent: Monday, September 09, 2019 4:00 PM
To: Bailey, Heather
Subject: Re: HPPAC update

Hello Heather,

Because of [REDACTED], I have not attended the meetings this year, but I do review and comment on the documents I am sent.

Before the August 21 meeting, I received the following documents: July 17 minutes, August 21 Agenda, Meeting Schedule, The Comprehensive Historic Preservation Plan: An Analysis of Best Practice Qualities, which you call the "Madison Alliance for Historic Preservation," Chapter 4--Goals, Objectives, and Strategies, and the Historic Preservation Plan (Partial Working Draft-- 87 pages, including the Implementation Chart). I reviewed these documents, commented on them, and sent comments to Lauren and Amy.

I wanted to let you know that no part of the Alliance document stood out as problematic. I will look forward to my colleagues comments in the minutes.

Muriel

Heiser-Ertel, Lauren

Subject: FW: Review of August 21 documents

From: Muriel Simms <[REDACTED]>
Sent: Friday, August 23, 2019 11:49 AM
To: Heiser-Ertel, Lauren <LHeiser-Ertel@cityofmadison.com>
Cc: Scanlon, Amy <AScanlon@cityofmadison.com>
Subject: Review of August 21 documents

Lauren,

I wanted to let you know that I did review the packet of documents you sent me. I focused on Chapters 3 and 4 and the Implementation Chart on p. 52. One can read this material ad nauseam until it all starts to blur. ☺

Overall, the staff, consultants, and active advisory committee members did a superb job compiling the information to produce a comprehensive report. Even though I could not attend all meetings, I felt I knew what was discussed and decided.

That said, This working draft has implementation concerns, as noted by Slattery, but these concerns can be revised or deleted, if necessary. For example, at early meetings, I had been critical of the number of implementations and what is doable and now the timelines, but also critical about including local schools (Goal 6), especially with the first part of the goal, *Educate the public about Madison history*. Does this plan want to take on that job? To say *Educate the public about the value and benefits of historical preservation* is not desirable for schools to do, but third grade teachers may be able to work it in with the Madison history curriculum. As I had said in earlier meeting, teachers have enough curricular work demanded of them by administration to do historical preservation any justice, to make this strategy meaningful.

Anyway, that's my two cents worth. No response needed. Thanks for sending these to me.

Muriel

Bailey, Heather

From: Heck, Patrick
Sent: Thursday, September 19, 2019 3:13 PM
To: Bailey, Heather
Subject: Re: Preservation Plan comments

Hi Heather,

Well, I've reviewed the materials from the last meeting. Frankly, I don't have much to say at this point. I don't feel that I can say which path we should take if we are choosing between Legacy and MAHP, nor do I feel comfortable with suggesting how to meld the two approaches. Being new to this game, I believe that the benefit of discussing this with my fellow committee members seems the only way for me to move forward at this point.

Also, in the future, I need to do my homework within a few days of our meetings. This alder's head has been full to the brim (and overflowing) many times since our last meeting and unfortunately, HPPAC knowledge was replaced.

All that said, I will review the materials again before our Oct 3 meeting and be ready to discuss. I will also try to touch base with Alder Rummel to see if I can get some direction from her.

Patrick

Alder Patrick Heck
608-286-2260

To subscribe to District 2 updates go to: <http://www.cityofmadison.com/council/district2/>

Bailey, Heather

From: Christina Slattery <[REDACTED]>
Sent: Monday, September 23, 2019 8:35 AM
To: Bailey, Heather
Subject: RE: HPPAC update

Hi Heather,

Apologies for the delay. I have reviewed the Madison Alliance information and personally I don't see a need to completely overhaul the plan. I would recommend that if there are key points in regards to strategy and policy that can strengthen the existing draft document – those could be incorporated.

I do see some of the strategies in the existing draft plan that were voted to be the highest as not some that I believe would have the most impact on the goal and longer term vision. For example Goal 2: Preserve Places that represent architecture, events and people important to Madison's history, has the two highest priority strategies as "determine which types of buildings are underrepresented in the current inventory" and "develop a top 10 historic buildings to preserve exhibit." Neither of these priorities are really getting to the point of actual preservation and/or designation as local landmarks with some protection. However, I understand that there was significant input from the public and the committee needs to prioritize these as a group. I can't recall if you noted at the last meeting if the committee reviewed these rankings or not and how this would or wouldn't be incorporated.

Our future discussions should be interesting and I look forward to seeing what the city and other committee members have to say.

Christina

Christina Slattery | Business Unit Leader, Cultural Resources

Mead & Hunt | 2440 Deming Way | Middleton, WI 53562

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[LinkedIn](#) | [Insights](#)



Bailey, Heather

From: Joy Huntington <[REDACTED]>
Sent: Wednesday, September 18, 2019 1:51 PM
To: Bailey, Heather
Subject: Advisory Committee
Attachments: Scanned Documents.pdf; ATT00001.txt

Good Afternoon Heather,

Here are my comments. I only sent over the pages where I made comments. If you have any questions please let me know.

Best,

Joy

Advisory Committee

CHAPTER 2

COMMUNITY ENGAGEMENT

Successful Historic Preservation requires support from the community, local organizations, and the City. This support can be achieved through active public engagement that creates knowledge, interest, and ownership of ideas and recommendations of the Plan. The Historic Preservation Plan will be a resource for the entire community, therefore the process engaged a wide range of residents and stakeholders. To reflect the diversity of the community there was a focus on engaging traditionally underrepresented communities, including the following groups: African-American, First Nation, Hmong, Latinx/Hispanic, LGBT+, and Women.

A major goal of the public input effort was to help all people, including future generations, feel connected to their community and discover places of significance. The more places and buildings that people experience in their community that represent their own history, the more they will feel a sense of belonging. The variety of input strategies were designed to reach a broad range of people while bringing attention to the complexity and benefit of preservation.

Historic Preservation Plan Advisory Committee

The Historic Preservation Plan Advisory Committee (HPPAC) was established to advise staff, the consultants, and the Landmarks Commission on the development of the Historic Preservation Plan and related public engagement, and serve as a forum for public testimony and comments regarding the process and recommendations. The Committee's 13 members were appointed by the Mayor and confirmed by the Common Council to provide a broad and diverse representation of people interested and impacted by historic preservation.

The Historic Preservation Plan Advisory Committee, the consultant team, and City staff developed a comprehensive engagement strategy to gather input from a variety of groups, including underrepresented groups, at varying locations throughout the City. The strategy was approved by the HPPAC, Landmarks Commission, and the Landmarks Ordinance Review Committee. The Historic Preservation Plan Advisory Committee worked with City staff and the consultant team to identify the community's values around historic preservation, followed by Goals - what we want to accomplish, Objectives - how we can do it, and Strategies - actions to implement the plan. Recommendations and strategies are based on public input received through meetings, online surveys, project website, emails, and City communication, as well as consultant and staff expertise and experience in historic preservation.

Sites can provide easily accessible online resources where people can post or share historic items. Materials and photos may not be verified for accuracy, but will provide an outlet for people to share and view historic preservation photos, artifacts, and stories.

- iii. **Create story sharing events about buildings and landmarks that have been lost.**
A variety of events and media should be utilized to reach a broad audience including: neighborhood story sharing nights, radio talk shows, podcasts, and online videos. Events should be broadcast in different languages.

OBJECTIVE 1d Promote best practices in historic preservation within City-owned buildings and places.

STRATEGIES

- i. **Coordinate an urban design program to visually promote City-owned historic buildings and historic districts.**
BUILDING, PARKS, LANDSCAPES
The program could include online resources about buildings and districts, walking tour brochures, street signs that identify historic districts, or signage on or in city-owned historic buildings. Unique logos or colors could be used signify the historic amenities.
- ii. **Publish a list of City-owned historic buildings and provide public access.**
Allow the public to experience and learn about the physical improvements and preservation of historic public buildings and places. Public access could be made available during public or private events, during regular public hours, or by appointment.
- ADD iii. TO INCLUDE POLICY INTEGRATION INTO CITY-WIDE

GOAL 2: Preserve places that represent architecture, events, and people important to Madison's history.

Diverse people, architecture, and activities all contribute to the culture and character of cities. Madison's unique identity and history includes significant buildings, places, events, and diversity of people. Buildings and places associated with historical events should be preserved and utilized to illustrate the stories and impact on the city's development. Proposed strategies build on the City's existing historic preservation ordinance and programs to strengthen the protection of Madison's history.

Objective 2a. Represent the history of Madison's diversity.

Reuse of buildings into residential properties is usually less expensive than new construction and can reduce vacancies, provide affordable ownership and rental options, and can spur additional rehabilitation in neighborhoods.

iii. Identify and publicly list vacant lots permitted for development within historic districts.

Document the permitted uses consistent with Downtown Plan, neighborhood plans, and where historic preservation could benefit the neighborhood or district.

iv. Promote and document how good design is good for business development and retention.

Highlight design strategies for new construction and the rehabilitation of existing buildings that have added economic, social, and environmental value to neighborhoods and the city.

Objective 3b. Identify incentives and financial resources and allocate funding for historic preservation projects.

STRATEGIES

i. Identify and provide grants for condition assessments, historic structures reports, and other professional historic preservation services for historic properties.

Utilize the grants to promote preservation of buildings and places. ^{landscape} Additional funding sources may lead to more buildings being preserved and reused, and more catalytic investment in neighborhoods.

ii. Dedicate demolition permit fees to help fund programs related to historic preservation.

Work with the City to establish a process for allocating all or specific demolition fees to historic preservation planning efforts, building rehab, City purchase of historic buildings or places, or ongoing maintenance of City-owned historic buildings.

iii. Develop a revolving loan program that can be used for private rehabilitation and property acquisition for historic preservation projects.

Utilize the loan program to promote historic preservation. Additional funding sources may lead to more buildings being preserved and reused, and more catalytic investment in neighborhoods..

iv. List local, state, and federal funding sources on the City's Historic Preservation website.

Provide links to historic preservation resources, studies, and organizations that may have additional funding ideas.

Objective 3c. Measure neighborhood and community benefits from historic preservation.

STRATEGIES

- i. **Prepare an annual impact study of historic property investments in the City.**
Utilize the study to showcase the benefits of preservation including property values and non-financial benefits to the neighborhood and City. The document should include the impacts of the State and Federal Historic Tax Credit such as benefit to adjacent properties, jobs generated, sale price comparisons, and days on market.
- ii. **Establish a database that documents the base assessments of historic preservation properties and projects.**
Having a base assessment will allow the City to track changes in value.

GOAL 4: Coordinate municipal policies to protect historic resources

Clear and consistent policies will make it easier to encourage preservation of Madison's historic buildings and places. Many municipal policies and processes can be confusing to the general public and property owners, therefore the policies and processes should be reviewed to ensure a clear and transparent historic preservation procedure. Easily accessible policies and online information can add to the success of existing City ordinances, regulations, and codes.

Objective 4a. Coordinate efforts and regulations among City plans, policies, ordinances, and departments. *Don't zoning policies state that (4c)*

STRATEGIES

- i. **Coordinate historic preservation recommendations and policies among departments and agencies.**
Create a matrix listing City historic preservation regulations, design guidelines, and other rules or standards that may impact historic preservation projects, along with designated departments or special processes. Post the matrix on the City's Historic Preservation website so it is easily accessible.
- ii. **Develop a document that outlines the development proposal review process and criteria for historic properties to educate staff, departments, committees, and the public.**
Clear procedures will provide staff efficiency and inform property owners and commissions on the approval standards are for each step of the process.

Objective 4b. Facilitate and coordinate preservation efforts with other governmental and community entities.

Bailey, Heather

From: Dawn O'Kroley <[REDACTED]>
Sent: Sunday, September 15, 2019 2:48 PM
To: Bailey, Heather
Subject: HPPAC Update
Attachments: 2020 HPP DC Maps.pdf; mge bldg.jpg; sherman.jpg; Partial Draft Plan 14AUG19.pdf

Hi Heather, attached are my comments. They include some notes we discussed at our last meeting. Please feel free to contact me if any comments need clarification.

I included two images, Sherman is just a google street view so the property could be recognized for a photo from your/state archives. The MG&E building image is one I received from MG&E that may be available in City/State archives or by request.

Thanks, Dawn

What works about preservation in dc

Historic preservation continues to thrive in the District of Columbia. More than ever, the city's historic and cultural assets are being recognized as a key element of the city's potential. Washington is a confident city finding renewed inspiration in its unique physical character and heritage.

This has not occurred by accident, but through the sustained efforts of civic leaders and an informed citizenry over the past several decades. This section looks at ten factors that make preservation work well in DC.

1 Pride in our heritage

Washington's national heritage and impressive civic environment are treasured by the residents of the District of Columbia just as much as by Americans across the country. There is also a renewed sense of local pride in the unique texture of a welcoming and culturally diverse city: its historic downtown, thriving neighborhoods, majestic monuments, and visible reminders of history.



A Martin Luther King Jr. Memorial

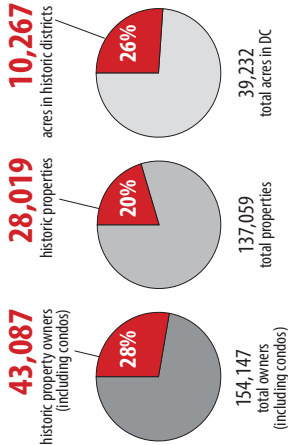
2 Protected historic properties

Washington benefits from a wealth of historic landmarks and districts. Since the creation of the Georgetown Historic District in 1950, the city's inventory of has grown steadily to encompass thousands of properties representing all aspects of the city's history and culture.

Under the DC preservation law, applications for historic designation may be made by property owners, government agencies, Advisory Neighborhood Commissions, and community historic preservation organizations. This encourages broad public participation in the process of recognizing significant parts of our heritage, and is ultimately reflected in the diversity of the DC Inventory of Historic Sites.

DC Inventory of Historic Sites

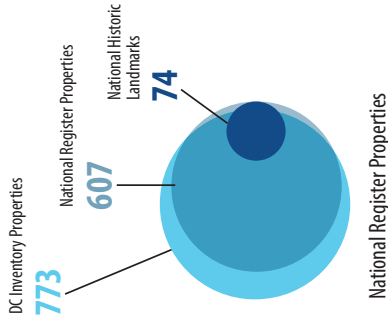
The DC Inventory is the city's official list of historic landmarks and districts. With more than 700 historic landmarks and 27,000 contributing buildings in historic districts, Washington has one of the nation's largest inventories of protected historic properties.



DC Inventory Properties

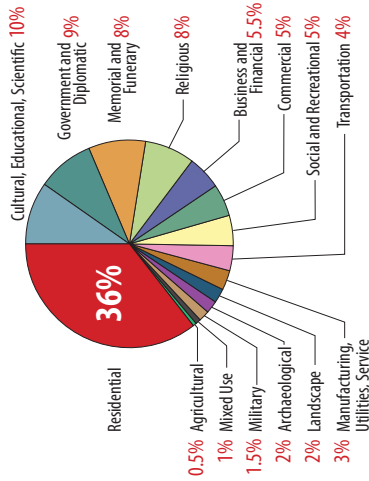
National Register of Historic Places

Three-fourths of the properties in the DC Inventory are also listed in the National Register of Historic Places, and more than 10% are National Historic Landmarks. The District of Columbia has more National Historic Landmarks than all but seven states.

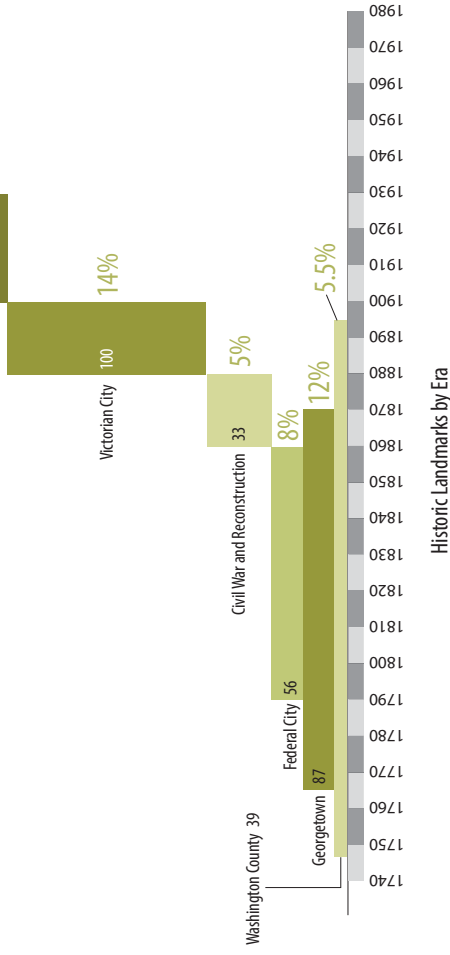


DC Historic Landmarks

All kinds of properties are DC historic landmarks. More than a third are houses and apartment buildings, but there are many other types of buildings, memorials, landscapes, engineering structures, and archaeological sites. DC landmarks also document all eras of the city's history, architecture, and social heritage from prehistoric to modern times.



Historic Landmarks by Type

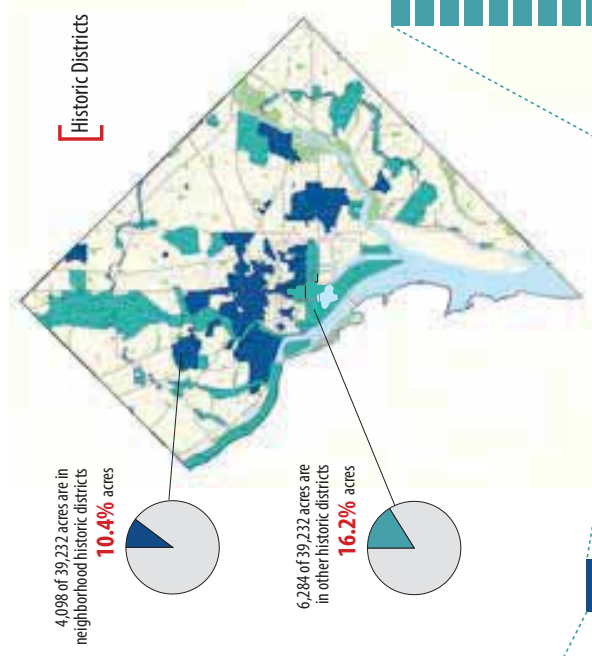


Historic Landmarks by Era

DC Historic Districts

Washington is a city of neighborhoods as well as grand plans, and both are reflected in its many historic districts. The Old Georgetown Act established the city's first historic district in 1950, long before home rule or a preservation program. During the 1960s, the city's most iconic public spaces and building groups were recognized.

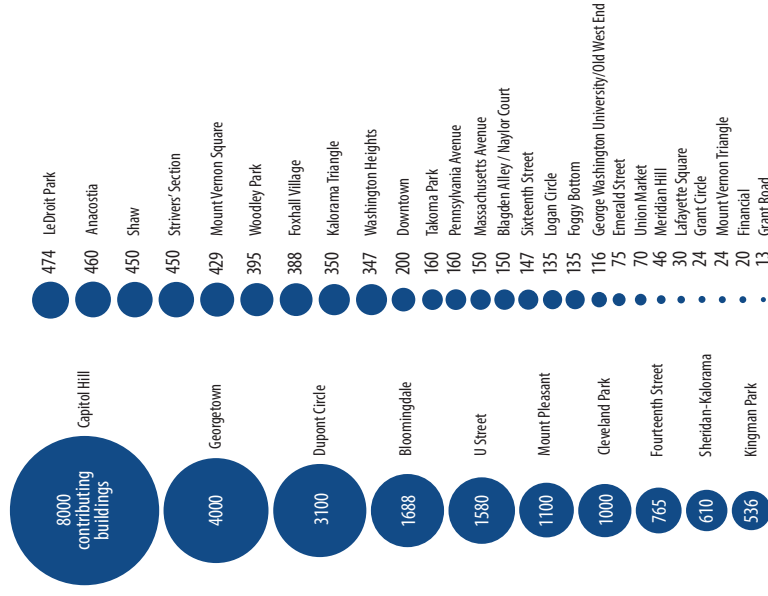
Designation of neighborhood historic districts began in earnest in the 1970s, and has continued since. The trend declined after 2000, but has risen again as community interest in protection continues. More recent designations also recognize historic campuses scattered across the city.



69 Historic Districts

36 Neighborhood Historic Districts

33 Other Historic Districts (Parks, Campuses, Military)



Historic Districts by Size

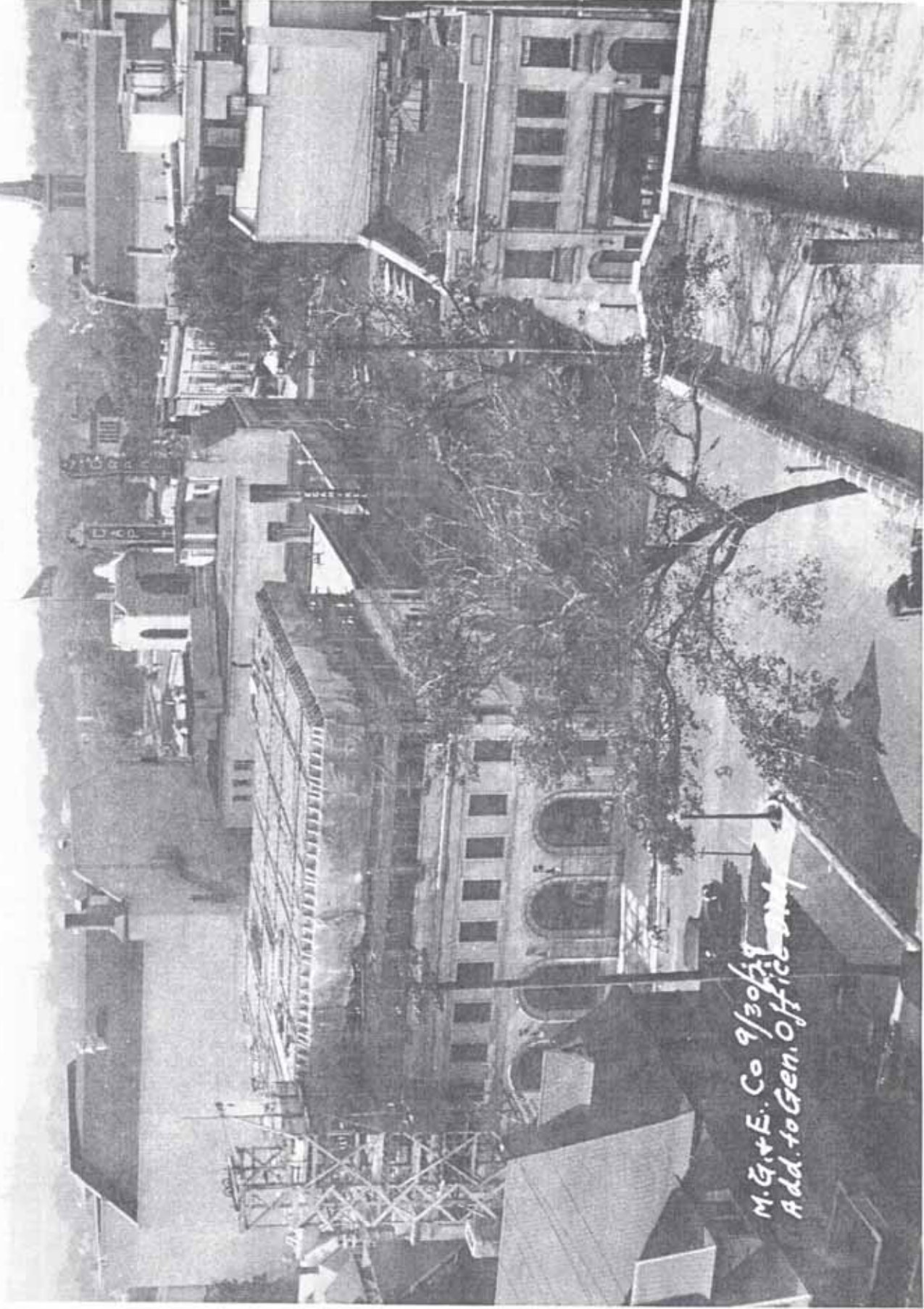
1950s	1960s	1970s	1980s	1990s	2000s	2010s
Georgetown 1950	The Potomac Gorge 1964 Roosevelt Island 1964 National Mall 1964 Potomac Park, East & West 1964 Rock Creek Park 1964 Washington Navy Yard 1964 Marine Barracks 1964 Congressional Cemetery 1964 Fort McJannet 1964 Federal Triangle 1964 National Zoological Park 1964 Mount Vernon Memorial Highway 1964 Pennsylvania Avenue National Historic Site 1966 Seventeenth Street 1968 National Arboretum 1968 Washington Cathedral 1968	Logan Circle 1972 C & O Canal 1973 Capitol Hill 1973 Fort Circle Parks 1973 Potomac Parkway 1973 Lafayette Square 1973 Gallaudet College 1973 Anacostia 1973 LeDroit Park 1973 Massachusetts Avenue 1973 Sixteenth Street 1977 Dupont Circle 1977	Takoma Park Financial 1980 Downtown 1981 Strivers Section 1982 Mount Pleasant 1986 Foggy Bottom 1986 Kalorama Triangle 1986 Cleveland Park 1986 Sheridan-Kalorama 1989	Woodley Park 1990 Blagden Alley/ Taylor Court 1990 Georgetown Visitation Convent 1990 McMillan Park Reservoir 1991 Fourteenth Street 1994 U Street 1998 Mount Vernon Square 1999 Shaw 1999	Grant Road 2002 Saint Elizabeths Hospital 2005 Mount Vernon Triangle 2005 Washington Heights 2006 Foxhall Village 2007 Armed Forces Retirement Home 2008	Majorie Webster Junior College 2011 Immaculata Seminary 2011 Meridian Hill 2014 Walter Reed Army Medical Center 2014 GWU/Old West End 2014 Grant Circle 2015 Young/Browne/Phelps/ Springam Schools 2015 Glenwood Cemetery 2016 Mount Vernon Seminary 2016 Observatory Hill 2016 Union Market 2016 Washington Monument Grounds 2016 Smithsonian Quadrangle 2017 Emerald Street 2017 Langston Golf Course 2018 Kingman Park 2018 Bloomingdale 2018

1978: DC Preservation Law enacted

1026 Sherman Ave
Madison, Wisconsin
Google
Street View - Aug 2011



Google



M. G. & E. Co 9/30/28
Add. to Gen. Office

CITY OF MADISON

HISTORIC PRESERVATION PLAN

my comments include abbreviations but please fully state and include a glossary of terms (also review the full document for abbreviations) per previous meeting comment.

The Washington DC preservation plan by far resonates with me the most. Our draft plan is structured similarly with addition of:

1. the three fundamental functions as described by the alliance
2. map of local vs. historic districts Please refer to the attached DC plan map graphic of national vs. local districts for a clear example. Also provide some statistic on the number of historic properties in Madison.
3. existing policies

I ask the following images be incorporated in the plan.

1. 1026 Sherman Ave, a contributing structure in the Sherman Avenue National Register Historic District demolished in 2008. (This image displays a gap in the current process where a national listing is not locally listed or zoned for neighborhood character conservation, nor design guidelines to maintain setbacks, a noted characteristic on the City of Madison website.)

2. View of Fairchild Street at State Street in 1928 with the vertical expansion under construction of the 1923 Frank Riley designed the Madison Gas & Electric building, demolished in 2001 for the Overture Center in lieu of locating the theater volume mid block. On the same block, also designed in 1923 by Frank Riley, the Yost-Kessenich Building facade was retained as a part of the Overture Center project. Front right, the demolition of 112 Mifflin Street was proposed in 2011 but over the course of the development review process, preservation was successfully integrated in the State Street Block 100 Foundation Project.

CHAPTER 1

INTRODUCTION

The City of Madison has a rich heritage, which includes cultural resources, historic buildings, and established historic districts cherished by both residents and tourists. This plan provides a comprehensive framework for the continued preservation of these important places to provide current and future generations with the knowledge of local history and heritage. The planning process employed strategies to engage, educate, and connect with all the groups that make up Madison's unique history, with a particular emphasis on traditionally underrepresented groups. The project team conducted substantial research to identify places where a significant event took place, historic stories, and events related to underrepresented groups in Madison's history. Through an inclusive public process, Goals and Strategies were developed to capitalize on Madison's unique identity, educate the public on the values of historic preservation, promote best practices, and guide policy and preservation.

Historic preservation is an activity that preserves historic resources, and uses the resources to tell a story of heritage and culture. It includes the identification, evaluation, designation, protection and retention of significant architectural, historic, and cultural resources in the built and natural environments. Resources range from buildings and structures, to sites and districts, to landscapes and streetscapes. By protecting the historic character and fabric of the community, preservation enables the people of today and tomorrow to connect with the people and events that underlie their past. The value and impact of historic preservation is strengthened when there is a focus on healthy living and green building practices to support the retention of older buildings, leading to a strong and unique sense of place, and enhancing the quality of life in a community. *(adapted from the City of St. Paul, MN Comprehensive Plan. 2008)*

We found the following definition of historic preservation from the 2008 St. Paul, Minnesota CHPP to be outstanding:

"Historic preservation is an activity that preserves historic resources, and their ability to communicate their intended meaning and significance. It includes the identification, evaluation, designation, protection and retention of significant architectural, historic and cultural resources in the built and natural environments. Resources can range from small objects, buildings and structures, to sites and districts, to landscapes and streetscapes, to entire view corridors. By protecting the historic character and fabric of the community, preservation enables the people of today and tomorrow to connect with the people and events that underlie their past. More recently, historic preservation has become associated with healthy living, sustainability, and green building to support the retention of older buildings, create a strong and unique sense of place, and enhance the quality of life in a community."

use St. Paul verbatim. Add a separate statement if we want to make statement about Madison Comp plan values. View corridors are important to Madison to the Capitol or the lake per our comp/downtown plan.

sequence the *three fundamental functions* of historic preservation:

- Identifying, evaluating and designating historical resources
- Preserving and protecting *designated* historical resources
- Preserving *undesignated* areas with unique architectural, urban and spatial characteristics that enhance the character of the built environment.

PLAN PURPOSE

The Madison Historic Preservation Plan is developed to celebrate and preserve the places that represent the city's collective histories. It provides guidance for development proposals, capital improvements, and implementation policies to ensure preservation is integrated into both long-range planning and current development projects. The Plan recommends strategies and tools to 1) more effectively **lead and** integrate historic preservation into public policy, 2) utilize existing land use, zoning, and development standards to support preservation, 3) explore educational and promotion partnerships, 4) capitalize on economic development and financial incentives, 5) highlight sustainable building practices, and 6) encourage heritage tourism. In addition, Madison's Historic Preservation Ordinance is being updated to reflect current historic preservation best practices.

The City has an established preservation program, with numerous successful adaptive reuse projects that have been catalytic for individual properties and neighborhoods. While Madisonians value their historic properties, many factors challenge the preservation of those properties. This plan identifies policies, resources, training, and other strategies to make preservation feasible and valued.

list three
fundamentals

map

The Historic Preservation Plan should be updated every 10 years, following the City's Comprehensive Plan update.

statistical data
on number of
historic
properties in
Madison

HISTORIC PRESERVATION IN MADISON

The preservation of Madison's historic resources became a priority in 1969 when a venerable sandstone farmhouse, the Abel Dunning House (Mapleside), on the near west side was put up for sale. A large corporation made an offer on the property, contingent on the demolition of the house. When a small group of citizens expressed concern for the fate of the house, the realtor offered to sell the house to them if they could meet the corporate buyer's price of about \$100,000. Despite a valiant effort, the group raised only a fraction of the purchase price and on a cold Saturday morning in 1970 the house was torn down. A few months later, it was replaced by a Burger King.

consider mention of huxtable goodbye
history, hello hamburger

It was the loss of this beautiful and historic building that prompted the establishment of the Landmarks Commission. The Landmarks Commission ordinance, spearheaded by Mayor William Dyke and passed in 1971, gave the commission the power to designate historic buildings as landmarks. The Landmarks Commission was charged with approving exterior alterations of landmarks and was given the authority to delay demolition of an historic building for up to one year. The ordinance also gave the Common Council the authority to designate significant areas as historic districts, which would then be subject to the same reviews as landmarks. Since then, the ordinance has been refined from time to time. One of the most significant changes occurred in 1980 when the Common Council gave the Landmarks Commission the power to deny demolitions.

In the 1950s, '60s and '70s several of the finest Victorian houses in Mansion Hill were demolished to make way for large Modern buildings. Fearful of further erosion of the residential and architectural character of this historic neighborhood, residents petitioned the City to designate Mansion Hill as a historic district. The Common Council designated Mansion Hill as Madison's first historic district in 1976.

Since designating the Bradley House 1 as the city's first local landmark property in 1971, the City has been designating specific buildings, archaeological sites, and objects of historic distinction as landmarks. There are currently 182 historic landmarks in the city. clarify if these are local landmarks, number

Landmarks and Local Historic Districts were created to retain and enhance buildings and areas that are historically or architecturally significant. Today, the Landmarks Commission must approve exterior alterations to landmark buildings and buildings within the local historic districts, including additions, new structures, and demolitions. They also approve work that may impact designated archaeological sites or other landmark sites. They also make recommendations to the Plan Commission on whether new development adjacent to landmark properties is too large and visually intrusive to the landmark, and provide their findings on the potential historic value any buildings proposed for demolition within the City. These approvals help to protect the character of buildings, streetscapes and neighborhoods and constitute a majority of the City's preservation efforts.

The preservation, collection, and interpretation of Wisconsin's history began before Wisconsin's statehood in 1848 with the founding of the Wisconsin Historical Society (WHS) in Madison in 1846. Early historians were especially interested in Indian mounds and antiquities. The Wisconsin Natural History Society, founded in Milwaukee in 1848, began publishing *The Wisconsin Archeologist* by 1901, the longest continuously published archaeological journal in North America, and established the Wisconsin Archeological Society in 1903. By the turn of the twentieth century, many Wisconsin communities and counties began establishing local historical societies. Together, these organizations worked to save more than 500 mounds throughout the state.

By the early 1900s, historic preservation efforts began to focus on buildings and other historic sites as well. During the first half of the twentieth century local private donors, historical societies, and governments purchased historic buildings in order to preserve them. The Integrated Park Act of 1947 enabled the state to acquire, restore, and develop historically and archaeologically significant properties used by the public. William Murtagh, the first Keeper of the National Register of Historic Places wrote that, "at its best, preservation engages t

While the first historic preservation ordinance was passed in the 1930s, the first ordinances in Wisconsin were passed in Milwaukee, Madison, Fond du Lac, and Neenah. Over the years, many local landmarks and historic districts over

William Murtagh, the first Keeper of the National Register of Historic Places wrote that, "at its best, preservation engages the past in a conversation with the present over a mutual concern for the future."

Written more than 29 years ago, Murtagh's seminal work, *Keeping Time*, posits that historic preservation is not merely a field, but a distinct set of theories and a way of looking at the world that acknowledges agency and

The National Historic Preservation Act (N

include a reference to Keeping Time 'hp is not merely a field, but a distinct set of theories and a way of looking at the world that acknowledges agency and power. from the 'when does historic pres become social justice' article.

nt programs
r federal an
e federal hi

ON PLAN

<http://forum.savingplaces.org/blogs/special-contributor/2017/07/20/when-does-it-become-so...> 4/4/2018

When Does It Become Social Justice? Thoughts on Intersectional Preservation Practice - ... Page 2 of 16

power. This has, at different times, made the field appear passive, conservative, and elitist or—as it did in 1966—cutting edge, pluralistic, and forward thinking. And when Murtagh wrote these words in 1988, preservation was flexing its muscles.

income-producing historic buildings and the Certified Local Government (CLG) program to aid local municipalities in inventorying and protecting historic properties.

During the early 1980s, the Wisconsin legislature established a historic building code, created a 30-day demolition permit delay for the recording of NRHP-listed buildings, and established a burial sites preservation program.

Wisconsin Act 395 in 1987 created the Wisconsin State Register of Historic Places, enacted a state tax credit for rehabilitating income-producing and owner-occupied residences, expanded archaeological programs, protections for archaeological properties, and regulations of historic properties owned by state and local governments. Wisconsin Act 31 in 1989 increased funding for preservation again, strengthened the state tax credit, bolstered the state archeology program, and further protected burial sites as well as instituted state agency review procedures covering state property, licenses, permits, and grants.

The Wisconsin legislature continued to promote historic preservation through the 1990s, becoming one of the first four states to establish a heritage tourism program, developing a model historic preservation ordinance for local municipalities, expanding the state historical marker program, requiring municipalities that contain NRHP properties to enact historic preservation ordinances, banning abrasive cleaning of historic buildings, and imposing substantial penalties for damaging protected archaeological features or demolishing historic buildings without a permit. Wisconsin Act 9 in 1999 required most municipalities to adopt comprehensive plans that include consideration of historic, archaeological, and cultural resources.

Recognized for its economic development and community revitalization benefits, historic preservation remains a priority in many communities throughout the state to this day. The state historic preservation tax credit was increased from 5 to 20 percent in 2014 but limited with a \$3.5 million per parcel cap in 2018.

include brief federal tax credit description...
federal funding is available

Provide a brief comparable statistic...in the 2017 Baker Tilly report for WHS: 32 states currently offer similar programs and WI is one of 14 that have no aggregate annual cap on the credit's use. While details vary for each state's program, 22 states exceed WI relative to the percentage allowed for the credit, with a 25% being most commonly allowed.

HISTORIC PRESERVATION TRENDS

Historic preservation is about more than saving architectural landmarks or sites of significance, today preservation contributes to neighborhood revitalization, sustainability, and awareness of historical and cultural events. The reuse of a building can create a unique gathering area that spurs additional investment in the area, while preventing a structure from being lost. Below are ways historic preservation is providing economic and social benefits through revitalization.

replace structure
with language
discussed:
structure, place,
cultural landscape

Livability and Quality of Life – Blocks of smaller, older buildings create vibrant walkable neighborhoods ~~preferred by both younger and older generations.~~ Adaptive reuse as restaurants and coffee shops provide gathering places for residents to meet, relax, or work and make mixed-use neighborhoods a preferred choice.

with mature trees and transparent pedestrian oriented storefronts
creating a comfortable space for all generations.

Economic Development – Historic preservation projects include a variety of economic benefits, such as job creation, increased tax value, and increased tourism. The investment can be catalytic by spurring redevelopment of surrounding properties throughout the neighborhood.

Cultural Preservation and Tourism – The number of travelers interested in arts, culture, and history continues to grow. Experiencing a city or neighborhood while actively learning about the sites benefits visitors, as well as local residents. Cultural tourism can be considered a local and state economic driver.

Community Connection – Preserving and showcasing links between underrepresented groups and significant events or cultural identity can create a community connection. Preservation projects can be part of the storytelling experience.

Affordable Housing Options – Rehabilitating existing structures can be less expensive than new construction, offering housing choices for varying income levels. Rehabilitation often spurs additional rehabilitation and investment, reducing vacancies and stabilizing neighborhoods.

Entrepreneur Focused – Adaptive reuse of small older buildings provides an affordable option for new business owners. Clustering of investment can develop into a mixed-use neighborhood that includes housing, restaurants, and housing and attract additional investors. The ‘creative economy’ is proven to thrive in older, mixed-use neighborhoods **along with legacy businesses.**

The Plan Goals and Objectives reflect these current trends as well as traditional tools for promoting historic preservation.

HOW TO USE THE PLAN

In 2018, the City of Madison adopted its Comprehensive Plan to create a collective vision for the future and establish priorities and policies to achieve that future. It also created a framework for topic-specific plans to expand on the Comprehensive Plan’s recommendations. This Historic Preservation Plan is one of the topic-specific plans to further a Comprehensive Plan strategy to “Preserve the historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories.” That Plan also includes the following recommendation: “Complete, adopt, and implement a Historic Preservation Plan as a framework for the future of Madison’s historic preservation program.”

The Historic Preservation Plan provides both the vision and policy direction for historic preservation within the City through identification of community values, goals, objectives, and strategies. **The Plan will be used by the City and preservation groups to guide preservation efforts and make capital investment decisions. Developers, individual property owners, and the general public may use the Plan to learn about preservation programs, resources, and potential partners.**

Community Value Statements were established at the beginning of the planning process based on public input, along with staff and Committee review. Chapter 4 outlines the goals, objectives, and strategies as a framework for future preservation activities. Goals are the overarching statement of intent, Objectives are more specific intent statements expanding upon the overall goal, and Strategies are the actions to implement the objectives.

revise to "The Plan will be used by City staff, elected officials, committee members and non-profits to guide policy, preservation efforts and capital investment decisions. The Plan should also serve as a resource for neighborhood associations, property owners and the general public.

revise to use language from this committee's resolution "to ensure that historic preservation remains an effective tool to preserve the City's historic resources."

Historic Preservation is a common recommendation throughout various City Plans and studies. In addition to the Comprehensive Plan, adopted plans such as the Downtown Plan (2012), emphasize blending preserved older structures, new construction, architectural gems, and public spaces.

The Historic Preservation Plan should be used in conjunction with other City plans that touch on or regulate historic preservation including, but not limited to:

1. City of Madison Comprehensive Plan
2. Downtown Plan
3. Cultural Plan
4. Sustainability Plan
5. Various Neighborhood Plans

The Implementation Chart, found in Chapter 5, identifies priorities, potential partners, and responsible parties for the strategies. Annual review of the strategies and status should serve as the ongoing tool to measure the success and impact of the Plan.

CHAPTER 2

COMMUNITY

Replace the second paragraph in it's entirety with:
The character of Madison is instilled by the isthmus location between Lakes Monona and Mendota and the preservation of historic places that provide a sense of place with connection to our past and assurance of that opportunity for the future.

Underrepresented communities have contributed to the preservation of Madison's historic fabric through original use, preservation, adaptive reuse and sharing of the history that represents our entire community.

A major goal of this plan is to ensure that the resources provided, places preserved and the history shared includes underrepresented communities.

This plan strives to integrate the value of historic preservation, both tangible and intangible, in policy for city leadership such that the contribution of individual properties is to a greater civic vision. This plan strives for integrated historic preservation policy to ensure preservation concurrent with the continual transformation of the built form results in beauty, sustainability, inclusiveness and a sense of time and history to place.

Successful Historic Preservation

This support can be achieved through active public engagement that creates knowledge, interest, and ownership of ideas and recommendations of the Plan. The Historic Preservation Plan will be a resource for the entire community, therefore the process engaged a wide range of residents and stakeholders. To reflect the diversity of the community there was a focus on engaging traditionally underrepresented communities, including the following groups: African-American, First Nation, Hmong, Latinx/Hispanic, LGBT+, and Women.

A major goal of the public input effort was to help all people, including future generations, feel connected to their community and discover places of significance. The more places and buildings that people experience in their community that represent their own history, the more they will feel a sense of belonging. The variety of input strategies were designed to reach a broad range of people while bringing attention to the complexity and benefit of preservation.

Historic Preservation Plan Advisory Committee

The Historic Preservation Plan Advisory Committee (HPPAC) was established to advise staff, the consultants, and the Landmarks Commission on the development of the Historic Preservation Plan and related public engagement, and serve as a forum for public testimony and comments regarding the process and recommendations. The Committee's 13 members were appointed by the Mayor and confirmed by the Common Council to provide a broad and diverse representation of people interested and impacted by historic preservation.

The Historic Preservation Plan Advisory Committee, the consultant team, and City staff developed a comprehensive engagement strategy to gather input from a variety of groups, including underrepresented groups, at varying locations throughout the City. The strategy was approved by the HPPAC, Landmarks Commission, and the Landmarks Ordinance Review Committee. The Historic Preservation Plan Advisory Committee worked with City staff and the consultant team to identify the community's values around historic preservation, followed by Goals - what we want to accomplish, Objectives - how we can do it, and Strategies - actions to implement the plan. Recommendations and strategies are based on public input received through meetings, online surveys, project website, emails, and City communication, as well as consultant and staff expertise and experience in historic preservation.

Per our last meeting, shorten and include an appendix.

The full report is more specific to place and people in Madison. A summary more in the spirit of the report would draw readers to the full appendix rather than only including the timeline as this chapter. Possibly several images and limited text.

The following is a summary of the histories of the six underrepresented communities featured in the report.

African American Context

While not as large as other northern industrial cities, Madison's African American community has left an indelible mark on the city's modern history. While there are some records of African Americans involved in the eighteenth century fur trade in Wisconsin, there is no evidence to suggest that any inhabited the area around what would become the City of Madison. However, some of the earliest inhabitants of Madison during the nineteenth century were African American.¹

The first record of an African American in Madison dates from 1839, a few years after the settlement was established, when an unidentified Black woman served James Morrison, the owner of the American House Hotel, until 1845. Two years later, the census listed the first African American resident of Madison by name, Darcy Butch. He lived alone with no obvious profession and was one of six African Americans identified in the city of 632 inhabitants. While the majority of African Americans in the nation before the Civil War were slaves in southern states, Black residents of Wisconsin and Madison were free. Following the Fugitive Slave Act of 1850, the underground railway brought African Americans to Wisconsin, an abolitionist state that resisted compliance with the federal law.²

An 1849 state referendum approved the suffrage of African American men. This result was largely ignored until 1866. The term "White" was removed from the state's constitution articles on suffrage later in the 1880s.

The population of African Americans in Wisconsin numbered only 200 in 1840 and grew to nearly 1,200 people by the 1860s. A number immigrated to Wisconsin from southern states after the Civil War, and a few settled in Madison, drawn to the opportunities in education and employment that the state capitol offered.³

African Americans living in Madison throughout the nineteenth century were not geographically concentrated in any distinct area of the city. In 1900, Madison's Black population was 69 people, divided into only 19 households. Most of them were transplanted from Milwaukee or migrated from southern states.

However, things changed in the early twentieth century, as this small group formed a distinct community centered around a couple of institutions: the St. Paul African Methodist Episcopal Church and the Douglass Beneficial Society, located on East Dayton Street not far from the Capitol Square and downtown Madison in a neighborhood often known as the Old Market. The non-extant church provided economic and social support to African Americans who moved to the growing city.⁴ A few houses and other buildings, such as the Hill Grocery, the Weaver Grocery, and the homes of the Miller, Butts, Carmichael, Shepard, Bates, and Henderson families, were purchased and moved to locations in the Old Market neighborhood as the first African American community grew during the first two decades of the

Pride parade has continued to attract large crowds of queer people and friends. OutReach LGBTQ Community Center has become the leading organization supporting and connecting LGBTQ people in the community. LGBTQ bars and dance clubs have continued to come and go and are advertised widely without ambiguity. Madison's public school district has invited gender and sexuality alliance groups into the schools. Many teams, clubs, and groups continue to serve the wide range of interests of the LGBTQ community at all age, income, and ability levels.

In the full report on parks and landscape, incorporate Joy's research on women's contributions to creating Madison's parks.

Women Context

Women have been in the four-lakes region since Paleo-Indian cultures first settled here thousands of years ago.⁹² Archaeological records suggest that women in southern Wisconsin were miners, traders, farmers, civic leaders, and partners in domestic routines.⁹³ During Wisconsin's territorial era from 1787 to 1848, women arrived with the migration of European fur traders and settlers moving west of the Great Lakes.⁹⁴ Though women often shared the physical burdens of frontier settlement, they were outnumbered by men and did not have the same rights as men under the law or under traditional cultural gender roles.⁹⁵

Drafting of Wisconsin's constitution was done without input from Wisconsin women.⁹⁶ Provisions granting women legal right to their own personal property and wages earned were discussed and eventually excluded from the constitution when it passed in 1848. Married women had no legal right to their property, custody of their children, protection from spousal abuse, and women did not have the right to vote to change these laws.⁹⁷ Two years later, in 1850, the Wisconsin legislature passed a constitutional amendment granting women legal possession of their own property.⁹⁸ However, the provision was severely curtailed by subsequent court rulings that narrowly interpreted it.⁹⁹

Women gained limited access to education in the 1840s and 1850s. The earliest schools to which women were admitted were privately run and only admitted women. While girls were allowed to attend the earliest public primary schools, college education was largely unavailable to women. The University of Wisconsin first admitted women in 1860, to a ten-week course in the Normal Department.¹⁰⁰

Women also began to organize and advocate for equal rights and protections under law. Groups coalesced to focus primarily on temperance and suffrage.¹⁰¹ The temperance movement in Wisconsin sought policy changes that would limit the consumption of alcohol and in turn reduce instances of violence against women that often resulted from excessive alcohol use. Wisconsin already had a law, passed in 1859, prohibiting alcohol consumption on Sundays, but it was seldomly enforced in Madison. In the early 1870s, temperance groups lobbied for new legislation and new local ordinances to limit alcohol consumption, but the city's large and influential German population lobbied against their efforts and prevailed.¹⁰² By the end of 1873, thirty cities in Wisconsin, including Madison, had organized temperance campaigns.¹⁰³

The Wisconsin Women's Suffrage Association was founded in 1869 in Milwaukee, boosted by a visit to Madison by leaders of the young national movement who addressed a session of the state legislature.¹⁰⁴

the full report timeline seemed to continue to more recent events. Please include the below in the full report.

Madison continued to draw attention in the 1980s to sexist public policies, pay equity for women, gender equity in the workplace, and to defending women's right to abortion against growing attempts by states to limit it.

City of Madison and State of Wisconsin goals to include businesses owned by underrepresented community members in the design and construction of public buildings in the City of Madison are less inclusive than goals other states and cities strive to achieve.

For example, Wisconsin statutes do not count certified women-owned businesses in state purchasing diversity inclusion goals^a in industries where women-owned businesses are identified as under-represented^b.

^a Department of Administration Division of Enterprise Operations Wisconsin Supplier Diversity Program, State of Wisconsin Supplier Diversity Annual Report Fiscal Year 2018

^b North American Industry Classification System

League, 1966.

¹¹ "NAACP 'Sit-In' Starts in Capitol Rotunda," *The Milwaukee Sentinel*, August 1, 1961; and "Sit-Ins Quit, Claim Efforts Not Wasted," *The Milwaukee Sentinel*, August 14, 1961.

¹² Milewski, Todd. "February is Black History Month: Madison's African-American history timeline."

¹³ "Black History Month: Greater Madison Edition," *Wisconsin State Journal*, February 28, 2018.

¹⁴ Birmingham, Robert A., and Katherine Rankin. *Native American Mounds in Madison and Dane County*. Madison, WI: The City of Madison and the Native American Center, 1994, p. 2-9.

¹⁵ Hamlin-Wilson, Gail, ed. *Biographical Dictionary of Indians of the Americas*. Newport Beach, CA: American Indian Publishers, 1991; and Clifton, James A. *The Prairie People: Continuity and Change in Potawatomi Indian Culture, 1665-1965*. Lawrence, KS: The Regents Press of Kansas, 1977.

¹⁶ Onsager, Lawrence, "The Removal of the Winnebago Indians from Wisconsin to Nebraska in 1873-4" Thesis (1985); and Klein, Barry, ed. *Reference Encyclopedia of the American Indian, Eighth Edition*, p. 55-62.

¹⁷ Ibid.

¹⁸ Loew, Patty. *Indian Nations of Wisconsin: Histories of Endurance and Renewal*. Madison, WI: Wisconsin Historical Society Press, 2001, p. 3-15; and Klein, Barry, ed. *Reference Encyclopedia of the American Indian, Eighth Edition*, p. 55-62.

¹⁹ Loew, Patty. *Indian Nations of Wisconsin: Histories of Endurance and Renewal*, p. 33-37.

²⁰ Erdman, Joyce M. *Handbook on Wisconsin Indians*. Madison, WI: Governor's Commission on Human Rights and the University of Wisconsin Extension, 1966; and Klein, Barry, ed. *Reference Encyclopedia of the American Indian, Eighth Edition*.

²¹ Ibid, p. 2-9.

²² Hamlin-Wilson, Gail, ed. *Biographical Dictionary of Indians of the Americas*.

²³ Loew, Patty. *Indian Nations of Wisconsin: Histories of Endurance and Renewal*, p. 33-37.

²⁴ Ibid.

²⁵ "Our Backstory," Ho-Chunk Gaming – Madison website; and Wohlers, Tim. "Teejop Hocira Community Center opens its doors to minority groups in Madison," *Hocqk Worak*, June 20, 2017.

²⁶ Her, Khong Meng. "A History of Hmong Men: PEB LEEJ TXIV LUB NEEJ (Our Fathers' Lives). Paper written in the Department of History at University of Wisconsin-Eau Claire.

²⁷ Txong, Pao Lee and Mark E. Pfeifer PhD. Hmong 101 Presentation (Abridged Version). 2012, Hmong Cultural Center, St. Paul, MN. Available at <https://www.hmong101.com>

²⁸ May-Choua Thao. Personal Communication, April 27, 2018.

²⁹ "Barneys prepare ground in Meo language." *The Challenge of Laos*, Seattle, Washington, King's Missionary Letter Service, 1953. Available at: <https://www.cmalliance.org/resources/archives/challenge-laos>

³⁰ "Hmong Timeline." Minnesota Historical Society available at <http://www.mnhs.org/hmong/hmong-timeline>

³¹ "State Office to Aid Indochina Refugees." *The Capital Times*, Nov. 14, 1975.

³² Haws, Richard, "Home, happiness distant for refugees." Madison, *Wisconsin State Journal*, July 31, 1977, p. 1.

³³ "The Hmong in Wisconsin – On the Road to Self-Sufficiency." *Wisconsin Policy Research Institute*, vol. 4, no. 2, Apr. 1991.

³⁴ Mai Zong Vue. Personal communication, Dec. 5, 2018.

³⁵ Her, Khong Meng. "A History of Hmong Men: PEB LEEJ TXIV LUB NEEJ (Our Fathers' Lives).

³⁶ Haws, Richard, "Home, happiness distant for refugees."

³⁷ Wineke, William R. "'Flood-tide of horror' for refugees in Indochina told to relief workers." Madison, *Wisconsin State Journal*, Aug. 22, 1978, p. 25.

³⁸ Jolin, Bill. "Recent arrivals asked to help refugees." Madison, *The Capital Times*, Aug. 13, 1979, p. 2.

³⁹ "The Hmong in Wisconsin – On the Road to Self-Sufficiency."

⁴⁰ "Refugees attracted to state." *Wisconsin State Journal*, Dec 6, 1981.

CHAPTER 4

integrate existing policy and funding. consultant team please review and provide recommendation. Some goals in chapter 4 and 5 reflect existing policy/practice. If more powerful to have a policy paragraph (considering policies/funding support several different goals) and to avoid re-prioritizing strategies, maybe these existing mechanisms are an introduction to the implementation chapter or in chapter 1... just too important for an appendix. Appendix can describe each program in detail as the 2 page Explanation of Existing Strategies provided on 10.02.18 with goals and strategies.

GOALS, OBJECTIVES, & STRATEGIES

The Goals and Strategies for preservation reflect a strong intent to showcase Madison's unique identity, promote and educate the public on the values of historic preservation, and guide policy and preservation through an inclusive process. Based on the Community Value Statements established at the beginning of the planning process, Goals are the overarching statement of intent, Objectives are more specific intent statements expanding upon the overall goal, and Strategies are the actions to implement the objectives. All statements have been evaluated and revised through a series of public input, Historic Preservation Plan Advisory Committee, and City staff review meetings. Combined together, the goals, objectives, and strategies will guide preservation-based decisions for the City of Madison.

GOAL 1: Promote historic preservation in Madison.

Madison is rich in historical buildings, sites, and character. Promoting the values and benefits of historic preservation is vital to telling the story of Madison's past while encouraging the continued protection of buildings and places that are part of the cultural history. The City already has a variety of strategies that promote historic preservation, including walking tour brochures and landmark plaques, but a wider audience can be reached with additional tools and events. Engaging the public can be done through a variety of ways from online resources and media to interactive activities and tours.

OBJECTIVE 1a Promote cultural tourism and civic pride by sharing Madison's unique culture and character.

STRATEGIES

- i. Place plaques at existing buildings and sites, lost buildings, and cultural places to identify significant historical events and locations.

Buildings and places should emphasize the actions and events associated with underrepresented groups including Native Americans, Latinos, African Americans, Hmong, LGBTQ, and women.

ii. Locate storytelling plaques at cultural and historical buildings and at historical sites throughout the city.

Signage can assist in the promotion and understanding of Madison's unique culture and character. The buildings and sites can be identified on walking tour maps, social media, and online resources.

iii. Develop tourism marketing and branding materials that highlight historic attractions in the city.

Use smart technology, alternative transportation tours (vans, bike, boats, etc.), and public ceremonies to showcase existing and new landmark designations and the ongoing importance of historic preservation. Marketing strategies should be in a variety of forms – maps, graphic information fliers, online resources – and in different languages.

OBJECTIVE 1b Celebrate social history along with buildings, places, and cultural landscapes.

STRATEGIES

i. Create story sharing events, local and city-wide, that allow people to learn about Madison's social history.

Details of historic buildings, places, and cultural landscapes can be the focus of the events. A variety of events and media should be utilized to reach a broad audience including: neighborhood story sharing nights, radio talk shows, podcasts, and online videos. Events should be broadcast in different languages.

support researching, writing and publishing of local history

ii. Sponsor a Historic Preservation booth at local events with brochures, educational graphics, and resources.

City staff, neighborhood ambassadors, and volunteers can explain the unique aspects of features representing Madison's diverse history and the benefits of preserving them.

OBJECTIVE 1c Share stories of places that have been lost while also looking forward.

STRATEGIES

i. Create an exhibit of lost buildings and significant structures that can be shared at different locations across the city and online.

Signage can be located on sites where a building or landmark was lost, with a link to more online information about the property and other historic topics. The exhibit can be a traveling resource or located in a place that experiences significant public viewing opportunities.

ii. Produce historic preservation social media sites.

Sites can provide easily accessible online resources where people can post or share historic items. Materials and photos may not be verified for accuracy, but will provide an outlet for people to share and view historic preservation photos, artifacts, and stories.

iii. Create story sharing events about buildings and landmarks that have been lost.

A variety of events and media should be utilized to reach a broad audience including: neighborhood story sharing nights, radio talk shows, podcasts, and online videos. Events should be broadcast in different languages.

OBJECTIVE 1d Promote best practices in historic preservation within City-owned buildings and places.

STRATEGIES

i. Coordinate an urban design program to visually promote City-owned historic buildings and historic districts.

The program could include online resources about buildings and districts, walking tour brochures, street signs that identify historic districts, or signage on or in city-owned historic buildings. Unique logos or colors could be used signify the historic amenities.

, parks, landscapes

, maintain these resources and provide public access.

ii. Publish a list of City-owned historic buildings and provide public access.

Allow the public to experience and learn about the physical improvements and preservation of historic public buildings and places. Public access could be made available during public or private events, during regular public hours, or by appointment.

iii. Facilitate policies to integrate and ensure HP in all city departments conceptual planning process and land use planning to preserve historic buildings, public park open space, landscapes and views.

GOAL 2: Preserve places that represent architecture, events, and people important to Madison's history.

iv. Strengthen goals to include businesses owned by underrepresented community members in the design and construction of public buildings

Diverse people, architecture, and activities all contribute to the culture and character of cities. Madison's unique identity and history includes significant buildings, places, events, and diversity of people. Buildings and places associated with historical events should be preserved and utilized to illustrate the stories and impact on the city's development. Proposed strategies build on the City's existing historic preservation ordinance and programs to strengthen the protection of Madison's history.

Objective 2a. Represent the history of Madison's diversity.

STRATEGIES

- i. **Determine which types of resources/building types/groups are underrepresented in the current historic resources inventory.**

complete the surveys recommended in the

Use the results of the Underrepresented Communities Historic Resource Survey Report and this plan to inform prioritization for preservation programs and historic designation for missing properties and places.

preservation programs, neighborhood character conservation program zoning, design guidelines or historic designation

Enter surveys into the historic resources database.

- ii. **Create story sharing activities, local and city-wide, that highlight Madison's past and current diversity.**

Cross-cultural roundtable discussions could explore the city's diverse architecture, places of significant events, and variety of people and cultures. Emphasis should be on underrepresented groups including Native Americans, Latinos, African Americans, Hmong, LGBTQ, and women. Events should be shared in different languages and at varied locations across the city.

Objective 2b. Ensure good stewardship of historic buildings, districts, and places.

STRATEGIES

- i. **Adopt a City policy regarding the use of historic preservation easements on landmark-eligible properties the City sells to ensure the properties are protected.**

Evaluate what building features could be unique elements to restore or protect. Work with the Landmarks Commission to determine if the property should have an easement applied. Although the City sometimes does this now, the process could be clarified and formalized.

- ii. **Provide "do-it-yourself" training workshops about historic preservation techniques.**

Workshops should assist current and future property owners understand the unique aspects of historic buildings. Specific topics could include unique materials, windows, roofing, flooring, etc. Explore teaming with local builders, architects, contractors, and building supply stores to develop and advertise the events.

- iii. **Consider a city-wide building protection policy for historic buildings that are adjacent to construction projects.**

Focus should be on movement and vibrations occurring from adjacent construction projects that could negatively impact the historic building or structure.

Objective 2c. Protect historic buildings that are deteriorated or threatened by demolition.

, Places and Cultural Landscapes

STRATEGIES

- i. **Require demolition permit documentation to be strengthened and expanded.**

Define specific documentation/photograph requirements for buildings to be demolished. Review criteria and evaluation for demolition requests for historic buildings, including whether the request is the result of demolition by neglect.

Buildings, Places and Cultural Landscapes

ii. **Develop a “Top 10 Historic Buildings to Preserve” exhibit or program.**

Use the program to identify buildings that are vacant or neglected and could be a candid to preserve. The exhibit can be a traveling resource or located in a place that provides significant public viewing opportunities.

iii. **Work with professional organizations to create a Disaster Response Plan and Assistance Program for historic resources.**

Emphasis should be on pre-disaster mitigation, prevention, and relief to assist property owners. Coordinate with American Institute of Architects (AIA Wisconsin) to recruit historic preservation professionals to assist pre and post-disaster planning. Allow fast-track design review and grant application review for property owners who create and implement a plan.

GOAL 3: Promote historic preservation as part of economic development.

The rehabilitation of historic buildings has a significant economic impact on neighborhoods and cities. Increased property values, construction jobs, and catalytic investment are a few examples of how historic preservation can create value. Historic neighborhoods have proven to retain property values and can serve as retail and social gathering places. Building reuse can provide an affordable alternative to new construction for both residential and commercial uses, making it a sustainable and attractive option for property owners and investors. Existing financing tools, grants, and tax credits are supplemented with proposed strategies to expand the opportunity to make historic preservation even more advantageous.

Objective 3a. Promote sustainable economic growth by integrating reuse, preservation, and new development,

STRATEGIES

i. **Develop a database of properties that are eligible for historic tax credits.**

Use the database to inform property owners and developers of the opportunity to preserve and reuse identified buildings. Include the database as part of online resources that are easily updated and visible to the public.

ii. **Encourage adaptive reuse as an affordable housing option.**

add to ii. non bold text description: Continue to support neighborhood character conservation including tax incremental financing programs to support owner occupied building rehabilitation (Basset, Greenbush, Mansion Hill-James Madison Park).

Reuse of buildings into residential properties is usually less expensive than new construction and can reduce vacancies, provide affordable ownership and rental options, and can spur additional rehabilitation in neighborhoods.

- iii. **Identify and publicly list vacant lots permitted for development within historic districts** where appropriate construction would support neighborhood character.

Document the permitted uses consistent with Downtown Plan, neighborhood plans, and where historic preservation could benefit the neighborhood or district.

benefits

- iv. **Promote and document how good design is good for business development and retention.**

Highlight design strategies for new construction and the rehabilitation of existing buildings that have added economic, social, and environmental value to neighborhoods and the city.

add in non-bold:
Design guidelines should include appropriate new construction on vacant or existing out-of-context buildings identified in the Downtown Plan in support of neighborhood character.

Objective 3b. Identify incentives and financial resources and allocate funding for historic preservation projects.

STRATEGIES

- i. **Identify and provide grants for condition assessments, historic structures reports, and other professional historic preservation services for historic properties.**

Utilize the grants to promote preservation of buildings and places. Additional funding sources may lead to more buildings being preserved and reused, and more catalytic investment in neighborhoods.

mention Certified Local Government Grants

- ii. **Dedicate demolition permit fees to help fund programs related to historic preservation.**

Work with the City to establish a process for allocating all or specific demolition fees to historic preservation planning efforts, building rehab, City purchase of historic buildings or places, or ongoing maintenance of City-owned historic buildings.

- iii. **Develop a revolving loan program that can be used for private rehabilitation and property acquisition for historic preservation projects.**

Utilize the loan program to promote historic preservation. Additional funding sources may lead to more buildings being preserved and reused, and more catalytic investment in neighborhoods..

v. Continue facade Grants to actively preserve Madison's places including underrepresented groups, legacy small businesses and non-profits.

- iv. **List local, state, and federal funding sources on the City's Historic Preservation website.**

Provide links to historic preservation resources, studies, and organizations that may have additional funding ideas.

vi. Continue tax incremental financing to support owner occupied building rehabilitation.

Objective 3c. Measure neighborhood and community benefits from historic preservation.

vii. Neighborhood Grants i.e. historic postcards signage in Tenney Park

STRATEGIES

- i. **Prepare an annual impact study of historic property investments in the City.**
Utilize the study to showcase the benefits of preservation including property values and non-financial benefits to the neighborhood and City. The document should include the impacts of the State and Federal Historic Tax Credit such as benefit to adjacent properties, jobs generated, sale price comparisons, and days on market.
- ii. **Establish a database that documents the base assessments of historic preservation properties and projects.**
Having a base assessment will allow the City to track changes in value.

GOAL 4: Coordinate municipal policies to protect historic resources

Include in i. Policies and the recommendations in this plan must become an integral part of building inspection and permitting, neighborhood planning, urban design, urban forestry, infrastructure and park master plans.

Clear and consistent policies will make it easier to encourage preservation of Madison's historic buildings and places. Many municipal policies and processes can be confusing to the general public and property owners, therefore the policies and processes should be reviewed to ensure a clear and transparent historic preservation procedure. Easily accessible policies and online information can add to the success of existing City ordinances, regulations, and codes.

Objective 4a. Coordinate efforts and regulations among City plans, policies, ordinances, and departments.

STRATEGIES

- i. **Coordinate historic preservation recommendations and policies among departments and agencies.**
Create a matrix listing City historic preservation regulations, design guidelines, and other rules or standards that may impact historic preservation projects, along with designated departments or special processes. Post the matrix on the City's Historic Preservation website so it is easily accessible.
- ii. **Develop a document that outlines the development proposal review process and criteria for historic properties to educate staff, departments, committees, and the public.**
Clear procedures will provide staff efficiency and inform property owners and commissions on the approval standards are for each step of the process.

Objective 4b. Facilitate and community entities.

include in ii. Provide more guidance and include hp in refresher training for elected officials, Staff and members of boards, committees and commissions to better preserve historic resources.

MADISON HIS

Include in i. Establish a process for integrated city review of both public and city department proposed master plans or projects to ensure plans meet Comprehensive Plan Goals for preservation.

STRATEGIES

- i. **Collaborate with other historic preservation commissions, historical societies, tribal groups, and related groups to explore and promote historic preservation.**
Outline common interests, mutual benefits, value of historic sites, and share historical data and research. Coordinate with Ho-Chunk tribal government and other agencies who promote preservation.
- ii. **Encourage building rehabilitation programs that focus on historic properties.**
Work with groups, such as Habitat for Humanity, who are working in the neighborhoods and could integrate historic properties into their existing programs or develop new programs. Programs could provide incentives for preservation.
- iii. **Collaborate with MATC and technical universities to develop trades and skills necessary for historic preservation.**
Classes could be integrated into existing degrees or new certifications. Expanding the number of people who understand the unique skills and techniques of historic preservation is necessary as current contractors may near retirement.

Objective 4c. Integrate historic preservation and environmental sustainability policies.

STRATEGIES

- i. **Include building reuse as a sustainable strategy in City plans and policies.**
The “greenest” building is the one already built and City policies should generally prioritize reuse over demolition. Encourage salvage and reuse of materials from buildings being demolished. Work with local recycling and salvage companies to create incentives and learn how reuse policies can be integrated into City redevelopment procedures.
- ii. **Allow a streamlined process for using sustainable strategies on historic buildings.**
Approved sustainable strategies should make historic buildings more efficient, without loss of historic character. Provide examples and best practices of how sustainable strategies can be incorporated into historic preservation projects.

Objective 4d. Provide clear and predictable City processes.

iii. Continue Zoning policies like those that support the continued adaptive re-use of traditional industrial buildings for a variety of purposes.

STRATEGIES

- i. **Provide an online outline of the process and all pertinent information required for historic preservation applications.**
Evaluate if a pre-application step would be helpful in understanding necessary steps and fees. Include links to resources and other City requirements as appropriate to provide a transparent and clear process.
- ii. **Allow an expedited/simplified review process for tax credit projects.**

replace iii. with Provide design guidelines that focus on each property's contribution to the greater civic asset. Design Guidelines could be used as a character strengthening toolkit. For example, setbacks should be appropriate to an established development pattern, especially when noted in the local/national listing. Language should include primary building facade language related to setback and illustrated examples of Historic Preservation Ordinance intent.

Develop incentives that allow projects to be streamlined if following all the required historic preservation regulations.

iii. Prepare illustrated design guidelines for buildings within historic districts, including those outside period of significance.

The revised Historic Preservation Ordinance will include requirements for local historic districts. It will also include guidelines with additional direction on meeting the requirements. Providing illustrated examples will help to further clarify and communicate the intent of the ordinance.

Objective 4e. Enforce and enhance existing preservation programs.

Identify, evaluate and implement policy to preserve and conserve historic resources.

STRATEGIES

i. Consider properties with existing National Register of Historic Places designation for local designation.

Provide property owners an explanation of potential benefits of local designation and the process and expectations for approval. Coordinate the designation process with the Landmarks Commission.

ii. Review the boundaries of existing historic districts related to coterminous or overlapping National Register of Historic Places districts.

There should be consistency between local and national district boundaries. Map and explain the differences and steps required to provide consistency.

iii. Develop a training program for ^{all} historic preservation staff and commission members that reviews the purpose, procedures, and regulations of preservation projects.

Include an overview of a recent project to explain the steps followed and lessons learned. The program should include enforcement training for City inspectors.

iv. Review and simplify historic preservation applications and forms.

Updates should be based on input from property owners, developers, and staff. Simplification could be based on conflicting requests, complexity of the forms, or confusing wording.

v. Update the Historic Preservation Plan every 10 years.

The City's Comprehensive Plan is updated every ten years. Following each update, this plan should be updated to ensure that it remains current and effective in implementing the City's historic preservation program.

ORDINANCE REVISIONS

The City is in the process of a comprehensive update of its Historic Preservation Ordinance. Madison's five local historic districts currently each have their own ordinance requirements for additions, alterations, and new construction. Some of these ordinances are over 40 years old, and have not been modified since they were created.

vi. Identify designated and undesignated areas through surveys and integrate zoning ordinance neighborhood conservation overlay districts (mgo 28.105) to preserve and protect unique architectural qualities that enhance the character of the built environment.

The Common Council created a committee of five alders- the Landmarks Ordinance Review Committee (LORC)- charged with revising the ordinance. Goals of the ordinance revision include: internal consistency, clarity, and alignment with current preservation practices. The Committee completed the ordinance update, except for the portion including the historic districts, in 2015. The Committee is now focusing on the districts portion of the ordinance. This process analyzed the historic resources in each district, examined successes and challenges, evaluated current ordinances, and proposed a new ordinance framework. This process is expected to be completed in 2019.

GOAL 5: Engage the community in determining ongoing historic preservation priorities.

Collaboration and open engagement with the public will inform preservation priorities and can expand the amount of participants. The planning effort should provide a variety of engagement opportunities and scales across the city, from neighborhood chats to city-wide preservation exhibits and online postings. Building on the Library's Living History Program, the following strategies provide an inclusive approach to gathering feedback and increasing awareness of historic preservation in Madison.

Objective 5a. Solicit ideas and stories about historic preservation from the public through a variety of methods and techniques.

STRATEGIES

- i. **Utilize a variety of tools, both digital and in-person, to gather and post information about Madison's history, diversity, and culture.**
Work at different scales to gather input including neighborhood chats, public workshops, city-wide exhibits, youth participation, and tourist engagement. Incorporate findings into social media, websites, radio shows, tours, and local curriculum so the conversation continues. Present in different languages.
- ii. **Integrate art into the story telling aspect of historic preservation.**
Work with local artists to develop mobile public art projects that solicit ideas from adults and youth throughout the city. Coordinate a way to showcase the findings, both online and at local events.
- iii. **Sponsor a historic preservation booth at local events with brochures, educational graphics, and resources.**
City staff, neighborhood ambassadors, and volunteers can explain the benefits of preservation and gather input about priorities, concerns, and personal experiences.

Objective 5b. Ensure an actively inclusive engagement process.

Develop digital and hardcopy resources with historic data, facts, and local success stories that can be circulated with tourism materials, local school programs, and at major public venues throughout the City. Include materials in different languages.

to reach the widest range of users in languages and abilities.

- ii. **Digitize and create a website for the City's historical collection, including local historic district and landmark applications and National Register of Historic Places nominations.**

This will make readily available information related to the city's historic resources.

- iii. **Encourage the development of radio talk shows, podcasts, video, and other mediums that highlight stories about historic preservation.**

Inform and educate in different languages on a variety of topics to a broad audience.

- iv. **Coordinate with local schools to integrate historical activities into the curriculum at different age groups.**

Provide opportunities to site visits to a variety of historic preservation projects to show the different scales of projects, and have a list of guest speakers who can present at school events or in specific classes.

- v. **Provide a mechanism to amend or update existing landmark nominations and designations.**

Updates can reflect recent events or historical changes affecting the property's historical significance since the original nomination.

- vi. **Develop and maintain an easy-to-find online instructional form for historic preservation actions and procedures.**

A clear and transparent process can reduce the number of calls to the planning department and encourage more participation in historic preservation projects.

Objective 6b. Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements.

STRATEGIES

- i. **Develop a property owner handbook that highlights restoration strategies, materials, techniques, and regulations.**

Conduct outreach meetings to explain historic preservation techniques to property owners, provide hands-out tutorials, and post the handbook and tutorials online as possible.

- ii. **Create a technical page on the Historic Preservation website that has links to local and national historic preservation resources.**

Information posted should include funding, new technologies or materials, historic properties, historic preservation architects, contractors, and consultants, etc.

GOAL 2 - PRESERVE PLACES THAT REPRESENT ARCHITECTURE, EVENTS, AND PEOPLE IMPORTANT TO MADISON'S HISTORY

OBJECTIVE	RECOMMENDED STRATEGY	TIMEFRAME	COST ESTIMATE	POTENTIAL PARTNERS
Objective 2a. Represent the history of Madison's diversity	Determine which types of resources/building types/groups are underrepresented in the current historic resources inventory.	Medium Term (3 to 5 years)	\$	Centro Hispano of Dane County, Hmong Madison, Ho Chunk Nation, Madison Trust for HP, Network of Black Professionals, OutReach LGBTQ Community Center, Wisconsin Historical Society
	Create story sharing activities, local and city-wide, that highlight Madison's past and current diversity.	Medium Term (3 to 5 years)	\$	Centro Hispano of Dane County, Historic Madison Inc, Hmong Madison, Ho Chunk Nation, Madison Trust for HP, Network of Black Professionals, OutReach LGBTQ Community Center, Wisconsin Historical Society, local neighborhood associations
Objective 2b. Ensure good stewardship of historic buildings, districts, and places	Adopt a City policy regarding the use of historic preservation easements on landmark-eligible properties the City sells to ensure the properties are protected.	Long Term (5+ years)	\$	DPCED Economic Development Historic Madison Inc, Madison Trust for HP
	Provide "do-it-yourself" training workshops about historic preservation techniques.	Medium Term (3 to 5 years)	\$	Historic Madison Inc, Madison Trust for HP, Madison College, building trades
	Consider a city-wide building protection policy for historic buildings that are adjacent to	Short Term (0 to 2 years)	\$	Historic Madison Inc, Madison Trust for HP, local developers
Objective 2c. Protect historic buildings that are deteriorated or threatened by demolition	Require demolition permit documentation to be strengthened and expanded.	Short Term (0 to 2 years)	\$	Historic Madison Inc, Madison Trust for HP
	Develop a "Top 10 Historic Buildings to Preserve" exhibit or program.	Medium Term (3 to 5 years)	\$	Historic Madison Inc, Madison Trust for HP
	Work with professional organizations to create a Disaster Response Plan and Assistance Program for historic resources.	Medium Term (3 to 5 years)	\$	American Institute of Architects, Historic Preservation Institute at UW-Milwaukee, UW-Milwaukee School of Architecture & Urban Planning

City already does this so to formalize as policy should be minimal effort

GOAL 6 - EDUCATE THE PUBLIC ABOUT MADISON'S HISTORY AND THE VALUE AND BENEFITS OF HISTORIC PRESERVATION

OBJECTIVE	RECOMMENDED STRATEGY	TIMEFRAME	COST ESTIMATE	POTENTIAL PARTNERS
Objective 6a. Educate visitors and residents of all ages about Madison's history	Create interactive websites, online articles, exhibits, and tours on the benefits of preservation.	Short Term (0 to 2 years)	\$	Destination Madison, Historic Madison Inc, Madison Public Library, Madison Trust for HP, public radio and TV, Wisconsin Historical Society, UW-Madison, local touring groups
	Digitize and create a website for the City's historical collection, including local historic district and landmark applications and National Register of Historic Places nominations.	Medium Term (3 to 5 years)	\$	Madison Public Library
	Encourage the development of radio talk shows, podcasts, video, and other mediums that highlight stories about historic preservation.	Medium Term (3 to 5 years)	\$	Dane County Historical Society, Destination Madison, Historic Madison Inc, Madison Public Library, Madison Trust for HP, public radio and TV, Wisconsin Historical Society, local touring companies
	Coordinate with local schools to integrate historical activities into the curriculum at different age	Long Term (5+ years)	\$	Local schools, Madison College, UW-Madison, Wisconsin Historical Society
	Provide a mechanism to amend or update existing landmark nominations and designations.	Medium Term (3 to 5 years)	\$	Wisconsin Historical Society
	Develop and maintain an easy-to-find online instructional form for historic preservation actions and procedures.	Medium Term (3 to 5 years)	\$	City departments
Objective 6b. Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements	Develop a property owner handbook that highlights restoration strategies, materials, techniques, and regulations.	Long Term (5+ years)	\$\$\$	American Institute of Architects, Historic Preservation Institute at UW-Milwaukee, National Trust for Historic Preservation, Madison College, UW-Milwaukee School of Architecture & Urban Planning
	Create a technical page on the Historic Preservation website that has links to local and national historic preservation resources.	Short Term (0 to 2 years)	\$	Historic Madison Inc, Madison Trust for HP, National Trust for Historic Preservation, Wisconsin Historical Society
	Develop a training course for real estate and insurance professionals that highlights the city procedures and process for historic preservation projects.	Long Term (5+ years)	\$	Historic Madison Inc, Madison Trust for HP, Wisconsin Historical Society, Madison College, local trade groups
Objective 6c. Recognize and publicize successful preservation projects	Establish events to showcase historic preservation.	Long Term (5+ years)	\$\$\$	Historic Madison Inc, Madison Trust for HP, Wisconsin Historical Society
	Develop an awards program that honors property owners for careful stewardship of historic properties and local historic preservation projects.	Medium Term (3 to 5 years)	\$\$\$	Downtown Madison Inc, Historic Madison Inc, Home Builders and Remodelers groups, Madison Trust for HP, Wisconsin Historical Society, local business & neighborhood associations
Objective 6d. Share stories of historic and community places that have been lost or are under-recognized	Create an online catalog and map of historic sites and buildings.	Long Term (5+ years)	\$	Historic Madison Inc, Madison Trust for HP, Wisconsin Historical Society
	Produce historic preservation social media sites.	Short Term (0 to 2 years)	\$	Dane County Historical Society, Historic Madison Inc, Madison Trust for HP, Wisconsin Historical Society, local neighborhood associations

Public Health Madison and Dane County

APPENDIX C

PLANS WITH PRESERVATION RECOMMENDATIONS

The City routinely conducts studies and adopts plans covering a variety of geographies and topics. Many of these documents contain recommendations related to historic preservation. The adoption of this Historic Preservation Plan does not change the status of these plans and studies but provides a current contextual framework for their recommendations. The list below provides examples of these plans and studies as a reference, beginning with the more recent documents. Note that it is not intended to be all inclusive.

Comprehensive Plan (2018)

Mansion Hill District Boundary Review (2018)

Langdon Neighborhood Character Study (2018)

University Hill Farms Neighborhood Plan (2016)

Lamp House Block Plan (2014)

Downtown Plan (2012)

Monroe Street Commercial District Plan (2007)

Williamson Street Design Guidelines – BUILD II (2004)

Fourth District-Old
Market Place
Neighborhood Plan
Strategy 1983

Note that this is only a partial listing to serve as a placeholder in this draft. Adopted plans and studies need to be reviewed for inclusion in this appendix.