

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: December 19, 2011

TITLE: A Resolution Adopting the Downtown Plan as a Supplement to the City of Madison Comprehensive Plan (24468)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED:

POF:

DATED: December 19, 2011

ID NUMBER:

Members present were: Stu Levitan, Chair; Erica Gehrig, Vice Chair; Christina Slattery, David McLean, Marsha Rummel, and Michael Rosenblum. Robin Taylor and David McLean were excused. Marsha Rummel left before the discussion of Item #3.

SUMMARY:

Gene Devitt, 28 East Gilman Street, registering in support and wishing to speak. He wants to limit new development to original lot size by not allowing the combination of buildings lots for development. He also encourages coterminous local and national historic district boundaries for Mansion Hill.

Michael K. Bridgeman, 106 S. Franklin Street, Madison, registering in opposition and wishing to speak. He handed out a letter sent to the Landmarks Commission. He likes many things about the plan, but notes that there are issues. He is concerned about bonus story criteria G near Lamp House. He suggests a historic district (local and national) for that block to preserve it as is with views to and from the house and historic siting north and east. Reduce allowable heights to 2-3 stories (what exists now). No bonus stories should be allowed. He is concerned about how to interpret an implement (page 29) "Superior architectural design."

Ledell Zellers, 510 N. Carroll Street registering neither in support nor opposition and wishing to speak. She handed out a letter sent to Landmarks Commission. She explained that she thought the plan was a good one but some things have been overlooked in response to historic districts. Langdon National Historic District should be local historic districts and all of Mansion National should be in local district with the local being enlarged to include national. Bonus stories concept needs to be defined. Local historic districts do not have bonus stories in their current presentation plans. She likes recommendation #186, branding program for cultural district and suggests that historic districts and landmarks have similar branding programs. Tourism based on historic resources would provide economic boost to areas near districts and Madison economy as a whole.

Gehrig asked about status of Manson Hill Plan and design criteria.

Rebecca Cnare discussed the Downtown Draft Plan is more specific about criteria for giving bonus stories than previous plans. For example, in the current zoning language for Design Zone 2 in the Johnson bend area, bonus stories are generally freely given in that area. The Zoning Code rewrite will be more specific as that process moves forward. There is no protection for the Langdon area now. This plan is looking to use some incentives to encourage the restoration of historic buildings.

Levitan asked Cnare to clarify about bonus stories within the view corridors and currently in local historic districts. Mansion Hill and First Settlements don't have them. They have other protections already. We want to avoid projects that are visually intrusive. Some are zoning issues and some are planning issues. Higher level policy issues not zoning.

Gehrig asked about predictability. "Don't want to trip ourselves up" by having this in the plan as a reward and then take it away based on ordinance criteria.

Rummel requested that Mansion Hill Plan and Design Guidelines be placed back on Planning to do list. Make recommendation that relates to page 57 of Mansion Hill. Cnare said that Mansion Hill and First Settlements guidelines are proposed to be redone through a process starting from the Landmarks Commission.

ACTION:

A motion was made by Gehrig, seconded by Rummel, to remove bonus area G (Lamp House) from the Downtown Plan. The motion was passed on a voice vote/other. Rosenblum voted No. Levitan No vote.

A second motion was made by Rosenblum, seconded by Rummel, to use stronger language to address branding of historic districts in section of Downtown Plan that addresses branding. The motion was passed on a voice vote/other.

A third motion was made by Rummel, seconded by Slattery, to add a recommendation to Page 57 to urge update of Mansion Hill Plan. The motion was passed on a voice vote/other.

Levitan discussion. He asked if the removal word "local" on Page 127 would disallow bonus stories in D/E/F. Cnare said that it might confuse the issue, but that staff can look at language to make it more clear.

Gehrig recommended boundaries of local be expanded to be conterminous. Cnare explains that Page 95 #171 is what this means. Creating and/or modifying national and historic district boundaries to be coterminous by working with State Historical Society. Bill Fruhling said that they will try to clarify that language to make it more understandable.

A final motion was made by Rosenblum, seconded by Slattery, to recommend the adoption of the Downtown Plan with recommendations by Landmarks Commission. The motion was passed on a voice vote/other.