

CITY OF MADISON
HISTORIC PRESERVATION PLAN
Goals and Objectives + Strategies
10-2-18

Goal – overarching statement of intent to guide preservation-based decisions.

Objective – more specific statement to guide preservation decisions and activities.

Strategy – an action to address the objective.

Red = existing strategies
Blue = proposed strategies
Green = additional suggestions

Please Note: Items shown (in parenthesis with an asterisk*) are revised from the last draft and will be removed.

Goal 1 Promote historic preservation in Madison.		
Objective 1a. Promote cultural tourism and civic pride by sharing Madison’s unique culture and character (through an inclusive process*)		
	Strategy	Comments
1	Walking tour brochures	The brochures are popular and the city provides them at no cost. The brochures are informative, but graphics and layout are dated.
2	Landmarks plaques	Landmarks plaques are fabricated and installed on designated landmarks per HPO 41.07(8).
3	“Experiential Tourist Development” program	Planning staff is working with Greater Madison Convention and Visitors Bureau
4	History Club monthly meeting – building topics (could be at different locations)	
5	Tourism marketing	
6	Public ceremony for new landmark designations / NRHP	
7	Smart technology tours	
8	Native American plaques on existing and lost buildings and sites	
9	Storytelling plaques on cultural and historical buildings and sites	
Objective 1b. Celebrate social history along with buildings, places, and cultural landscapes		
	Strategy	Comments
10	Walking tour brochures	See comment in line 1
11	Landmarks plaques	See comment in line 2
12	Van, boats, and alternative transportation tours	
13	Story sharing events	

14	Radio talk shows, pod casts, YouTube (different languages)	
15	Booth at local events	

Objective 1c. Share stories of places that have been lost while also looking forward.		
	Strategy	Comments
16	Exhibit of lost buildings and significant structures, including signage on site where the building or landmark was lost	
17	Story sharing events	
18	Madison Past Facebook page – people can post or share with other Facebook groups	
Objective 1d. Promote best practices in historic preservation within city-owned buildings and places.		
	Strategy	Comments
19	Staff involvement	Planning Division staff are generally knowledgeable about the importance of preserving historic resources. Education of other agency staff is needed.
20	Annual Report of public investment in historic properties and buildings	
21	List of all city-owned historic properties (update annually) and Management Plans for historically important city-owned historic resource to ensure appropriate uses, rehabilitation, and maintenance	
22	Develop a coordinated urban design program to promote historic districts (street signs, lighting, etc.)	
23	Provide public access to city owned historic buildings	Provide storytelling and information about building updates

Goal 2 Preserve places that represent architecture, events, and people important to Madison's history.		
Objective 2a. Represent the history of Madison's diversity		
	Strategy	Comments
24	Cross-cultural roundtables	
25	Story sharing events	
26	Study which types of resources/building types/groups are underrepresented to inform prioritization for programs and designation	
27	Update Historic Contexts (with new topics)	
Objective 2b. Ensure good stewardship of historic buildings, districts, and places		
	Strategy	Comments
28	Spring Letter	Annual reminder letters to historic resource property owners about responsibilities.
29	Historic Preservation Ordinance –Sub-Chapters 41E and 41F	The HPO specifies the maintenance obligation of property owners.
30	Minimum Maintenance code for rental and owner occupied property	Madison General Ordinances has a Minimum Housing Code that specifies treatment of all buildings.
31	Letter to owners of properties identified as eligible for designation in new surveys (coordinated with meeting)	Currently this is coordinated with CLG funded projects related to NRHP historic district nominations.
32	DIY Workshop	
33	Move buildings instead of demolition (program?)	
34	Historic Preservation Easement – place historic preservation easements on landmark-eligible properties city sells; Promote donations or purchase of Historic Preservation Easements (existing?)	
35	Building Protection Policy – Requirements to protect historic resources from vibration/other effects of nearby street work, utility work, construction and demolition	
36	Consider review and connections with adjacent properties when reviewing eligibility for designation	
37	Create a “Friends of Group” for Historic Districts	

Objective 2c. Protect historic buildings that are deteriorated or threatened by demolition		
	Strategy	Comments
38	Historic Preservation Ordinance protects historic resources – Section 41.15	The HPO specifies a Demolition by Neglect provision.
39	Promote moving historically significant buildings to appropriate sites	
40	Top 10 Historic Buildings to Preserve – early warning, experiencing demolition by neglect, vacancy, etc.	
41	Demolition Permit Documentation – strengthen and define documentation/photograph requirements for buildings to be demolished	
42	Disaster Response Plan and Assistance Program for Historic Resources –pre-disaster mitigation, prevention and relief, recruiting historic preservation professionals to assist post-disaster, fast-track design review, grant applications, coordinate with AIA Wisconsin	
Objective 2d. Promote (adaptive*) reuse of historic structures (with incentives and programs*).		
	Strategy	Comments
43	Consider adaptive reuse as affordable housing	
44	Mixed-use development to provide financially feasible projects	

Goal 3 Promote historic preservation as part of economic development.		
Objective 3a. Promote sustainable economic growth by balancing new development and preservation		
	Strategy	Comments
45	Database of properties that are eligible for historic tax credits	
46	List of vacant lots permitted for development, consistent with Downtown Plan	
47	Promote and document how good design is good for business development and retention	
Objective 3b. Identify incentives and financial resources and allocate funding for historic preservation projects (combined b and c*)		
	Strategy	Comments
48	Façade Improvement Grant Program (city)	Program established to support and encourage small business to reinvest in commercial districts with matching grants to restore or improve facades/storefronts. Preservation planner is on staff team.
49	Tax Increment Financing (city)	TIF is a governmental finance Strategy used to provide funds to construct public infrastructure, promote development opportunities and expand the future tax base. The proposed development should be consistent with and reinforce all City plans.
50	Small Cap TIF (city)	
51	State and Federal Historic Tax Credit (state)	Property owners of contributing properties listed on the National and State Registers are eligible to participate in the HTC program.
52	Acquiring Certified Local Government Grants to prepare National Register nominations (city/state)	City of Madison is a CLG and has applied for and received grants to prepare NRHP historic district nominations
53	Grants for condition assessments, Historic Structures Reports, and professional services of qualified historic properties. (city)	
54	Sale/Purchase of Development Rights Policy (program) that funds historic preservation (city)	
55	Revolving Loan Program for restoration/preservation/property acquisition. (city)	

56	Historic Preservation Materials Voucher Program – work with local building supply businesses (city/other)	
57	Sources of Available Funding provided on City website	
58	Energy efficiency loans or grants for historic properties	
Objective 3c. Measure neighborhood benefits from historic preservation		
	Strategy	Comments
59	Before and after assessments of historic preservation projects. Establish base.	
60	Annual Report highlighting neighborhood benefits and job impacts	
61	Impact Study of Historic Property Investments – effects of the state and federal Historic Tax Credit in Madison	
62	Neighborhood Impact Study – document investment surrounding historic projects	
63	Real Estate Study: Change in Value – historic districts and historic properties in comparison to similar neighborhoods	
Objective 3d. Grow Cultural Tourism		
	Strategy	Comments
64	Tourism marketing of historic attractions in the City	
65	Wayfinding to historic attractions/areas	

Goal 4 Coordinate municipal policies to protect historic resources.

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

	Strategy	Comments
66	Adopted City plans and special area plans support historic preservation.	These plans include Comprehensive Plan, Downtown Plan, Cultural Plan, Sustainability Plan, Economic Development Plan, Numerous neighborhood plans, etc.
67	Staff involved with other agencies and in other programs.	Involvement includes Living History Project, Public art, RESJI, Neighborhood grants, Façade Improvement Grant Program, Special projects as needed, etc.
68	Historic Preservation Ordinance	Demolition standards, Variance options, revisions Phase 1 completed, revisions Phase 2 underway, COA enforcement by Building Inspection (vigorous enforcement of the HPO)
69	Other codes have provisions for historic resources:	Signage, encroachment fees, solar and wind energy systems, development adjacent to landmarks, Approval of demolition (MGO 28.185), land divisions, etc.
70	Matrix highlighting list of City regulations noted above (available online)	
71	Historic Preservation recommendations in City Plans should be coordinated between departments and agencies	
72	Documentation should be provided from the City to staff, committees, and departments reviewing historic properties and districts	
73	Flexible Zoning Incentive for Historic Preservation	

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

	Strategy	Comments
74	Mayor’s Design Awards have preservation category	
75	Staff is included in development inquiry meetings	See comments in lines 16 and 59
76	MATC and technical university collaboration	
77	Historic Preservation Opportunities Checklist – city departments use when reviewing projects, criteria needs to be developed	
78	Building rehabilitation programs and organizations that focus on historic properties.	e.g.) work with Habitat for Humanity to develop a Rehab Program

79	Collaborate with other historic preservation commissions, historical societies, and related groups to explore & promote common interests, mutual benefits, and share historical data and research (commissions in nearby municipalities, WAHPC, etc.)	
80	Coordinate with Ho-Chunk tribal government	
81	Coordinate with relevant tribes on educating the public on historic sites and buildings	

Objective 4c. Integrate historic preservation and environmental sustainability policies		
	Strategy	Comments
82	Historic preservation issues are provided in Sustainability Plan	
83	Encourage salvage and reuse of materials from buildings being demolished	
84	Building reuse is listed as a sustainable strategy	
85	Allow a stream-lined process for using sustainable strategies on historic buildings to make them more efficient, without loss of historic character	
Objective 4d. Provide clear and predictable City processes		
	Strategy	Comments
86	Staff is included in development inquiry meetings	See comments in lines 16 and 59
87	Process outlined and all pertinent information on Website (including applications)	
88	Separate guidelines/standards for review of properties not built within the period of significance in historic districts	
89	Expedited/Simplified Review for Tax Credit Projects	
Objective 4e. Enforce and enhance existing preservation programs		
	Strategy	Comments
90	Study Historic Preservation staffing needs to ensure responsive input	
91	Staff assistance for applicants (development review, certificate of appropriateness, landmark nomination, NRHP nomination, building permit process)	
92	Ensure the Landmarks Commission continues to be filled by diverse and knowledgeable members	
93	Follow-Up Process for Landmark Certificate of Appropriateness projects	
94	Annual Report of COA approvals	
95	Continue to locally designate new landmarks and historic districts	
96	Continue to list eligible properties and districts in NRHP	

97	Staff/administrative approval for specific alteration, repair, and maintenance projects that clearly meet standards for review	
98	Revise and update Historic Preservation Plan every 5 years	
99	Training Program for Historic Preservation staff and Commission members	
100	Fines for Non-Compliance	
101	Enforcement Training for city inspectors	
102	Simplify/Revise applications and forms	
103	Boundary Study of existing Historic Districts related to NRHP districts	
104	Investigate adding Local Designation for existing NRHP properties and districts, along with potential incentives	
105	Review NRHP Criteria and Priority Evaluation for local landmark designation to allow flexibility	
106	Identify & nominate properties as National Historic Landmarks	
107	Require all surveys (including non-CLG funded) meet Wisconsin Survey Manual requirements and results vetted by the WHS	
108	Eligible for Designation Policy – Continue to identify resources eligible for designation; Update Architectural & Historical surveys of the entire City. Create strategy to updating again in the future	

Goal 5 Engage the community in determining ongoing historic preservation priorities.		
Objective 5a. Solicit ideas and stories about historic preservation from the public through a variety of methods and techniques		
	Strategy	Comments
109	Living History Project at Madison Public Library	
110	Mobile Public Art Projects – solicit ideas and include as part of art project	
111	Booth at community events	
Objective b. Ensure an actively inclusive engagement process		
	Strategy	Comments
112	Neighborhood /Trusted Advocate Ambassadors program	
113	Social media calls for engagement	
114	Reach out to local under-represented groups to gather additional information and resources	

Goal 6 Educate the public about Madison’s history and the value and benefits of historic preservation.		
Objective 6a. Educate visitors and residents of all ages about Madison’s history		
	Strategy	Comments
115	Walking tour brochures for the public and local schools	See comment in line 1
116	“Experiential Tourism Development Program”	See comment in line 3
117	Website posting of events and resources	
118	Landmark plaques	See comment in line 2
119	Baseline research on historic resources	
120	Living History Project at Madison Public Library	
	First Nation Cultural Landscape tours	
121	Book Festival	
122	DIY Workshop	
123	Radio talk shows, pod casts, Youtube, and other press groups (could be in different languages)	
124	Websites, online articles, exhibits, and tours on the benefits of preservation – post to Madison HP website	
125	Coordinate with local schools how historical activities and instruction can be added into the curriculum	
126	Cultural walking tours	
127	Booth at community events	
128	Online calendar of history and cultural related events	
129	Develop and maintain an online instructional sheet to explain the correct methods to record information concerning historic properties and an online form for that info	
130	Digitize and create a Website for City’s historical collection, including Landmark applications, NRHP nominations, etc.	
131	Resurvey designated properties every 10 years to keep information up-to-date	
132	Develop youth activities for primary education	

Objective 6b. Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements		
	Strategy	Comments
133	Technical page on HP website (funding, examples, resources, new technologies or materials, archives, list of HP properties, sustainable strategies)	
134	Real estate professional training	
135	List of historic preservation architects, contractors, and consultants	
136	Architect and contractor training – standards for review, IEBC 2015 Chapter 12, Secretary of Interior Standards	
137	Develop property owner handbook	
138	Outreach meetings to explain historic preservation techniques to property owners	
139	Partner with higher education institutes and professional organizations for design assistance (i.e. UWM Historic Preservation Institute, AIA)	
140	Technical page on HP website (funding, examples, resources, new technologies or materials, archives, list of HP properties)	
Objective 6c. Recognize and publicize successful preservation projects		
	Strategy	Comments
141	Mayor’s Design Awards have preservation category	
142	Online page of projects to show variety of scales	
143	Honor property owners for careful stewardship of historic properties	
144	Annual State of Historic Preservation address during National Historic Preservation Month in May	
145	“Rehabarama” event (Dayton OH) to catalyze investment in low to moderate income neighborhoods	
146	Quarterly Tour of Homes highlighting preservation and rehab	
147	Real Estate open house events of For Sale buildings in historic neighborhoods / districts	

Objective 6d. Share stories of historic and community places that have been lost or are under-recognized		
	Strategy	Comments
148	Living History Project at Madison Public Library	
149	Online catalog, map, or Facebook page	

EXPLANATION OF EXISTING STRATEGIES

Annual Report

The Planning Division collects data and compiles an annual report on the work of the Landmarks Commission and efforts of preservation staff. This report notes the number of Certificates of Appropriateness approved or denied by the Commission, administrative approvals by staff, landmark designations, CLG grants awarded or completed, etc.

Baseline research on historic resources

Surveys and property records for historic resources have been compiled in paper form and the files were digitized in 2016. These files could be easily used for other projects. Currently the digital files are accessed every day and 2-4 times a week, the files are downloaded and sent to a property owner via email.

Certified Local Government Grants

The City of Madison is a Certified Local Government (CLG) and is able to apply for Wisconsin Historic Preservation Fund Subgrants from the federal Historic Preservation Fund allocation to the state to be used for eligible CLG activities. The Planning Division has applied for and received numerous grants for preparing National Register nominations. Once listed on the National Register, the property owner is eligible to use the historic tax credit program.

Façade Improvement Grant Program

The City of Madison offers a Façade Improvement Grant Program which was established to support and encourage small business to reinvest in the downtown and neighborhood business districts. The program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts. The objective of the Program is to enhance the visual appearance and economic viability of the downtown and smaller neighborhood commercial areas. The program includes commercial landmarks outside of target areas. The Preservation Planner is included on the program staff team which reviews proposals.

<https://www.cityofmadison.com/dpced/economicdevelopment/facade-improvement-grant-program/417/>

Historic Preservation Ordinance

The Landmarks Ordinance was renamed the Historic Preservation Ordinance (HPO) in 2015 during the first phase of ordinance revisions. The Ordinance guides the Landmarks Commission on standards for review in historic districts and on landmark sites. The Ordinance also defines the policy and purpose of the historic preservation program in the City.

Landmarks plaques

The Landmarks Commission is charged by Ordinance with recognizing designated landmarks with a custom landmark plaque. 41.07(8) describes the process as follows:

The plaque shall be placed so that it is easily visible to passing pedestrians. In the case of a landmark structure, the plaque shall include the accepted name of the landmark, the date of its construction, and other information that the Landmarks Commission considers appropriate. In the case of a landmark that is not a structure, the plaque shall include the common name of the landmark and other information that the Commission considers appropriate. If the Commission determines that because the landmark is ecologically or

culturally sensitive a plaque would be inappropriate, no plaque is required. No person may remove or modify a plaque without approval of the Preservation Planner. All designated landmarks have had plaques fabricated; however, some property owners will not allow the plaque to be mounted on the building and a location in the right-of-way is not possible.

Planning Website

The Planning Division website has recently been updated to follow the City of Madison website format. Some features were not updated and there have been many requests by the public to reinstate those features (landmarks information page with nomination forms). There is potential to develop interesting content.

Spring Letter

The Planning Division mails an annual reminder letter to historic resource property owners (local landmarks and historic districts) about the approval process and their responsibilities as owners of designated landmarks or properties in local historic districts. When the properties are also listed in the National register, the letter is customized to include this information and links to information about the tax credit program.

Staff involvement

Planning Division staff are generally knowledgeable about the importance of preserving historic resources and approval processes that are needed. Education of other agency staff is needed.

Tax Incremental Financing

Tax Incremental Financing (TIF) is a governmental finance Strategy that the City of Madison uses to provide funds to construct public infrastructure, promote development opportunities, and expand the future tax base. TIF assistance in Madison is only used when the proposed development would not occur "but for" City assistance. The proposed development should be consistent with and reinforce all City plans and lead to the consolidation and redevelopment of underutilized properties.

Walking tour brochures

In the 1990s, preservation staff worked with other organizations to compile and print walking tour brochures related to certain historic areas. The brochures include a map showing the tour path and information about sites along the tour path. The brochures are popular and the city offers them for free. Generally, the brochures are very informative, but the graphics and layout are dated. Some are out of print and can be found as pdf files by Googling, but they are currently not available on the City website.