

**The importance of knowing the history and context of the preservation movement**  
**Remarks to the Ad Hoc Landmarks Revision Committee**  
David Mollenhoff, May 28, 2014

I believe it is very important that you get a solid briefing on state of historic preservation and landmark ordinances at the state, local, and national level before you begin your intensive review of the new ordinance draft. Appearing below is an outline of what I would suggest:

- A. Quick review of historic preservation in the U.S.(Tuning in on the Big Picture Context)
  1. Milestones of the preservation movement
    - Landmarks only
    - Addition of historic districts
    - Development of financial incentives
  2. Summary of the state of historic preservation in the U.S. today
    - 2300 landmark commissions in US
    - Development of support organizations
    - Financial incentives and their effectiveness today
    - Magnitude of the historic preservation “business” today
- B. Quick review of historic preservation in Madison (Becoming aware of Madison’s odyssey)
  1. When, why and how did the preservation movement appear?
  2. History of the Madison landmarks ordinance
    - a. Context and origins, who did what to get it passed any why
    - b. A copy of the original ordinance
    - c. Summary of revisions that have been made to it, when, and why
- C. Summary of state-of-the-art ordinances in the US. (How will you know a good ordinance from a bad one if you don’t know the state-of-the-art?)
  1. Summary of key changes and refinements made in the last 40 years
  2. Today’s best practices:
    - format, sequence, and rationale
    - section-by-section analysis with model language for each