



PLANNING DIVISION STAFF REPORT

November 30, 2021

PREPARED FOR THE LANDMARKS ORDINANCE REVIEW COMMITTEE

Legistar File ID # [56516](#) Additional Public Engagement

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Introduction

At its meeting of October 27, 2021, the Landmarks Ordinance Review Committee (LORC) reviewed a staff memo summarizing the Committee’s October 6 discussion about meeting formats to receive input on the Draft Ordinance and Guidelines. This memo builds on that discussion to reflect the consensus of the Committee and expand on some of details of future public engagement.

LORC Consensus

The Committee agreed to the following points regarding the structure of the future public engagement:

- Venue: Public meetings will be virtual.
- Purpose: Present and solicit feedback on the Draft Ordinance and Guidelines (AKA the 90% Draft) so that LORC can consider input received as it finalizes these documents. It was noted that these meetings are not to revisit the format. They are also not to educate people on processes or how to use the documents, as such information will come after the new ordinance is adopted.
- Format: Three meetings (detailed below) based on primary audiences of:
 - o All Districts / General Public
 - o Development Professionals + Contractors
 - o New Construction.

These are all open public meetings and the general public may attend any or all of them.

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

Meeting Details

The following tables suggest an agenda outline for each of the three meetings:

MEETING	AGENDA OUTLINE
All Districts / General Public Meeting	1) Welcome/Introduction (<i>LORC member(s)</i>) <i>10 mins.</i> -Welcome -Review meeting format and purpose
	2) Process and Ordinance Overview (<i>staff</i>) <i>20 mins.</i> -Background (origin, LORC purpose, process, etc.) -Changes from Existing Ordinance (structure and general standards) -Next Steps
	3) Discussion - Breakout Rooms by District (<i>1 staff + 1 LORC member per room</i>) <i>60 mins.</i> -Guiding Questions (examples for discussion): -Are the Ordinance and Guidelines easy to understand? -Will you be able to find what you need before starting a project? -Given this structure, are there specific changes that could make it more user friendly? -Other questions?
	4) Adjourn

MEETING	AGENDA OUTLINE
Development Professionals + Contractors Meeting	1) Welcome/Introduction (<i>LORC member(s)</i>) <i>10 mins.</i> -Welcome -Review meeting format and purpose
	2) Process and Ordinance Overview (<i>staff</i>) <i>20 mins.</i> -Background (origin, LORC purpose, process, etc.) -Changes from Existing Ordinance (structure and general standards) -Next Steps
	3) Discussion – Large Group (<i>staff + LORC</i>) <i>60 mins.</i> -Guiding Questions (examples for discussion): -Are the Ordinance and Guidelines easy to understand? -Will you be able to find what you need before starting a project? -Given this structure, are there specific changes that could make it more user friendly? -Other questions?
	4) Adjourn

MEETING	AGENDA OUTLINE
New Construction Meeting	1) Welcome/Introduction (<i>LORC member(s)</i>) <i>10 mins.</i>
	<ul style="list-style-type: none"> -Welcome -Review meeting format and purpose 2) Process and Ordinance Overview (<i>staff</i>) <i>20 mins.</i> <ul style="list-style-type: none"> -Background (origin, LORC purpose, process, etc.) -Changes from Existing Ordinance RE: New Construction (structure and new construction standards) <ul style="list-style-type: none"> -Review new construction standards and guidelines -Show matrix comparing 5 districts -Next Steps
	3) Discussion – Large Group (<i>staff + LORC</i>) <i>60 mins.</i> <ul style="list-style-type: none"> -Guiding Questions (examples for discussion): <ul style="list-style-type: none"> -Are the Ordinance and Guidelines easy to understand? -Will this result in more appropriate infill/redevelopment projects than the current ordinance? -What specifically do you think will work well with this ordinance? -What specific changes would you like LORC to consider? -Other questions?
	4) Adjourn

Timing

If LORC feels that the Draft Ordinance and Guidelines (particularly for new construction) are ready for public comment, these meetings could be held in mid-late January. After that, the Committee could discuss any revisions, seek additional input from the Landmarks Commission, then finalize the draft Ordinance and forward it to the Common Council for introduction in February or March.

Additional Input Opportunities

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

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

Advertising

Postcards should be mailed to the owners of all properties in the five local historic districts (a total of 1,550 parcels). The postcards will include the dates of all three meetings and direct people to the website to register for the virtual meetings, see the draft ordinance and guidelines, fill out the survey, and to find out more information.

A press release should be prepared with staff and LORC members available for media inquiries. Information about the meetings could also be included in the City’s “Neighborhood News and Updates” that is emailed to neighborhood groups and other subscribers.

Emails should be sent to community partners (such as the Madison Trust for Historic Preservation, NARI, the Realtor’s Association, Downtown Madison, Inc., etc.). Additional emails could be sent to recent Landmarks Commission applicants, the Landmarks Commission notification group, the LORC notification group, the individual local historic district email groups, and the Historic Preservation Plan email list.