



PLANNING DIVISION STAFF MEMO

January 27, 2020

PREPARED FOR THE LANDMARKS COMMISSION

Subject: Staff Recommendation on the City of Madison Historic Preservation Plan – 90% Draft November 2019

Legistar File #: [57047](#)

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Background

The City of Madison Historic Preservation Plan (90% Draft) was released on November 13, 2019. A public open house on the Draft Plan was held on November 20. On December 18, the Historic Preservation Plan Advisory Committee (HPPAC) held its final meeting and considered input received on the draft and recommended to approve the Draft Plan with revisions discussed at that meeting and to forward it to the Landmarks Commission.

This memo lists the revisions recommended by the HPPAC and staff, which are organized into “Comments” and “Edits/Typos”. After the Landmarks Commission takes action, a revised draft will be prepared and introduced to the Common Council. It is anticipated that the plan will then be referred to several boards, commissions and committees with the Landmarks Commission being the lead and reviewing it again before the Common Council adopts the plan.

Recommendation

Staff recommend that the Landmarks Commission approve the Draft Plan, including the comments and edits listed below, and forward it to the Common Council for introduction.

Comments

- p. 7 (para 6): “National Register designations sometimes overlap local designations, but where they do not the City has no review authority regarding historic preservation activities. the City Landmarks Commission does not oversee treatment of these properties based on their historic status and the Preservation Planner is only integrated into the process when requested by the staff or committees with review authority (zoning, building inspection, parks commission, urban design commission, plan commission).”
- p. 9 (para 3): “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. In 2020, the Wisconsin Homeowners' Tax Credit program returns 25 percent of the cost of approved rehabilitation (of eligible historic homes) as a Wisconsin income tax credit. The Income Producing program returns 20 percent of the cost of rehabilitating historic buildings, up to \$3.5 million per parcel, to owners as a Wisconsin income tax credit. Projects may also be eligible for Federal tax credits, this program returns 20 percent of the cost of rehabilitating historic buildings to owners as a federal income tax credit.”
- p.22 (para. 6) “Approximately 1,000 years ago, this culture indigenous people began building complex effigy mounds. These large earthen mounds took on abstract geometric shapes and more common shapes that represent animals. Likely the expression of their religious beliefs, tThe effigy mounds vary considerably and cover several phases of development in the wider region.”
- p.22 (para. 7): “The Woodland culture was replaced by the Mississippian peoples arrived in the area Tradition of approximately 1,000 years ago. There is evidence of extensive conflict as arrowhead technology and

palisaded settlements developed rapidly. It is likely that distinct tribes and intensive agriculture also developed during this period. Eventually, the ~~two cultures~~ Woodland and Mississippian combined in what is known as the Oneota ~~people, who, which,~~ at the time of European contact in the seventeenth and eighteenth centuries, are described similarly to the Ho-Chunk tribe.”

- p.23 (para. 1): “The Ho-Chunk, initially known as the Winnebago, a name given to them by the Potawatomi tribe and Europeans, refer to themselves as Hoocaak, ~~which means “sacred voice”~~ has traditionally been interpreted as “People of the big voice or people of the parent language.””
- p.23 (para. 2): “Following a series of treaties, before, during, and after the Blackhawk War, the Ho-Chunk, led by chiefs White Crow and Whirling Thunder, were ~~required to relocate~~ forcibly removed west of the Mississippi River beginning in 1832.”
- p.23 (para. 2): “~~The Ho-Chunk~~ These people are presently divided into two federally recognized tribal groups:...”
- p.23 (para. 6): “The first recognized native rights organization composed of Native Americans, the society lobbied for ~~equal rights during the first half of the twentieth century, often in terms of legal assimilation rather than sovereignty~~ a clarification of the legal status of Indian people and the right to litigate claims against the federal government.”
- p.23 (para. 6): “In 1934, the effects of the General Allotment Act (Dawes Act) were reversed with the passage of the federal Indian Reorganization Act, which encouraged tribes to form tribal governments and ~~provide~~ constitute political bodies to govern themselves. Critics of the act were successful in passing a resolution in 1953 that created the goal of terminating Indian reservations and relocating their inhabitants to urban areas ~~equipped with~~ offering some housing assistance and job training programs.”
- p.24 (para. 2): “In 1975, ~~documents were signed that~~ Congress restored tribal status to the Menominee, ~~in the Determination of Rights and Unity for Menominee Shareholders which defined all tribes’ legal status in Wisconsin and affirmed their traditional treaty rights to a degree of sovereignty~~ again recognizing the United States’ Trust responsibility to them.”
- p.24 (para. 3): “This tribal self-determination was bolstered by the introduction of ~~gambling~~ gaming in 1992. In 1987, Wisconsin passed a referendum that approved of the creation of a state lottery ~~and gave~~. This created the threshold condition for the tribes ~~the right to negotiated~~ with the state to establish casinos on their land. Many tribes such as the Ojibwe, Mohican, and Potawatomi subsequently opened casinos. The Ho-Chunk tribe has developed six casinos in Wisconsin, including Ho-Chunk Gaming–Madison, established in 1999 on the far southeast side of the city. ~~Gaming~~ gaming has proven to be very lucrative, providing economic and social benefits to tribal members, increasing economic strength and political and legal influence, and contributing to the overall welfare of and reinvestment in the tribe.”
- p.61 (para 3): Replace the entire paragraph with: “The University of Wisconsin-Madison campus was evaluated for National Register of Historic Places eligibility in 2009. While no intensive survey report was published for this project, its results were incorporated in the Wisconsin Historical Society’s online Architecture and Historic Inventory (AHI) and Wisconsin Historic Preservation Database (WHPD). The campus contains several City of Madison Landmarks and individual resources and historic districts listed in the State and National Registers of Historic Places. Futhermore, a number of University of Wisconsin-Madison campus resources were included in the underrepresented groups survey. As such, the University of Wisconsin-Madison campus is well covered and will not need to be re-surveyed as a whole for some time.”

- p. 82 (end of Appendix C): Prior to the Plan being introduced to the Common Council, staff and the consultant team will complete the remainder of this section to include meetings that have occurred between July 17, 2019 and the January 27 Landmarks Commission meeting.

Edits/Typos

Acknowledgement page: Remove "O" as the middle initial in Dawn O'Kroley's name.

- p.17 (para 1): "...write a ~~definite~~ definitive history..."
- p.17 (para 2): "...contained in the Wisconsin Historical Society's online database, called the Architecture and Historic Inventory (AHI) or the Wisconsin Historic Preservation Database (WHPD), was confirmed..."
- p.18 (para 1): Use "and" instead of "&"
- p.18 (para 2): Do not capitalize "spring" and "summer"
- p.19 (para 4): Change "evalutated" to "evaluated"
- p.20 (para. 2): Change "slave" to "enslaved people"
- p.21 (para 1): "...the 4th Ward on the near east side along East Dayton Street, the 9th Ward in the Greenbush neighborhood, and the 14th Ward further south along Park Street."
- p.21 (para 3): "...were limited to the 9th Ward in the Greenbush neighborhood and the 14th Wards that covered in South Madison ~~and the Greenbush neighborhoods.~~"
- p.21 (para 2): "...~~really~~ began after World War II."
- p.21 (photo caption): Note that the current building name is "Carson Gulley Center."
- p.23 (para 5): Delete "effigy" since not all earthwork burial mound features are classified as "effigies."
- p.23 (para 5): "...~~Effigy~~ Mounds and mound groups can be found in Madison and the surrounding area, including in Burrows Park..."
- p.23 (para 5): "...Edna Taylor Conservancy, Mendota ~~State Hospital~~ Mental Health Institute grounds,..."
- p.23 (para 5): "...Edgewood College Campus, University of Wisconsin-Madison Campus (Observatory Hill, Picnic Point, Willow Drive, Eagle Heights), the University of Wisconsin-Madison Arboretum,..."
- p.23: Verify that Charles E. Brown was a "professor." He did teach university Summer Session courses, but may not have had university professor status.
- p.26 (para 8): Change "Columbian" to "Colombian"
- p.35 (sidebar): Change title of sidebar to read "Current Preservation Activities" and include a reference to full list in Appendix B. Also add to the list: "Zoning policies", "Tax Incremental Financing programs for owner occupied building rehabilitation", and "Certified Local Government Grants"
- p. 37 (1C-ii): Delete extra period at the end of the paragraph
- p. 37 (bar chart graphic): Change labels in graphic to: "Locally Designated Parcels"; "National Historic Landmarks"; and "World Heritage Sites" and change the number of Locally Designated Parcels to 1,898
- p.38 (2B-iii): Delete extra period at the end of the paragraph
- p.39 (2C-ii): Change "candid" to "candidate" in the paragraph
- p.42 (photograph): Add "House" to the caption
- p.43 (4A-ii): Delete "are" in the paragraph
- p.44 (4Dii): "Prepare illustrated design guidelines for buildings and places within historic districts, including those outside the period of significance to support the ordinance." And in the paragraph delete "providing" and change "will" to "would" in the last sentence
- p.49 (photograph): – Add "116 W. Washington Avenue" as the address for Grace Episcopal Church and "14-16 N. Carroll Street" as the address for the Leonard W. Gay (Churchill) Building
- p.51 (para 5): "...are described in this chapter 4..."
- p.52 (sidebar): delete sidebar
- p.53 (photograph): Add "501 N Thornton Ave." as the address for the Yahara River Parkway
- p.54 (1C-iii): Remove Madison Trust for Historic Preservation
- p.56 (3A-iii): Remove Madison Trust for Historic Preservation
- p.56 (3C-ii): Remove Madison Trust for Historic Preservation

p.58 (5A-ii): Remove Madison Trust for Historic Preservation

p.61 (para 1): "...Sunset Village, Sunset Hills, and University Hill Farms..."

p.61 (para 5): Delete entire paragraph as it is a duplicate of the preceding paragraph.

p.69 (map 9): Add "Crestwood" to the caption

p.75 (Objective 4a): Add "Include underrepresented community members in the design and construction of City owned resources."

p.82 (para 1 through the rest of Appendix C): "The City of Madison Historic Preservation Plan Advisory Committee Committee...". Use "Committee" for the rest of the appendix.

Throughout the document:

- 1) Use "Latino/a".
- 2) Review for consistency in capitalization, including for the following identified terms: plan, city, goals, strategies, mounds, Black, campus, Native American, principles.
- 3) Include more historic photos and adaptive reuse examples, like Garver.
- 4) Italicize book titles (notably on p.18)