



# DRAFT

## COMMUNICATION + PUBLIC ENGAGEMENT STRATEGY

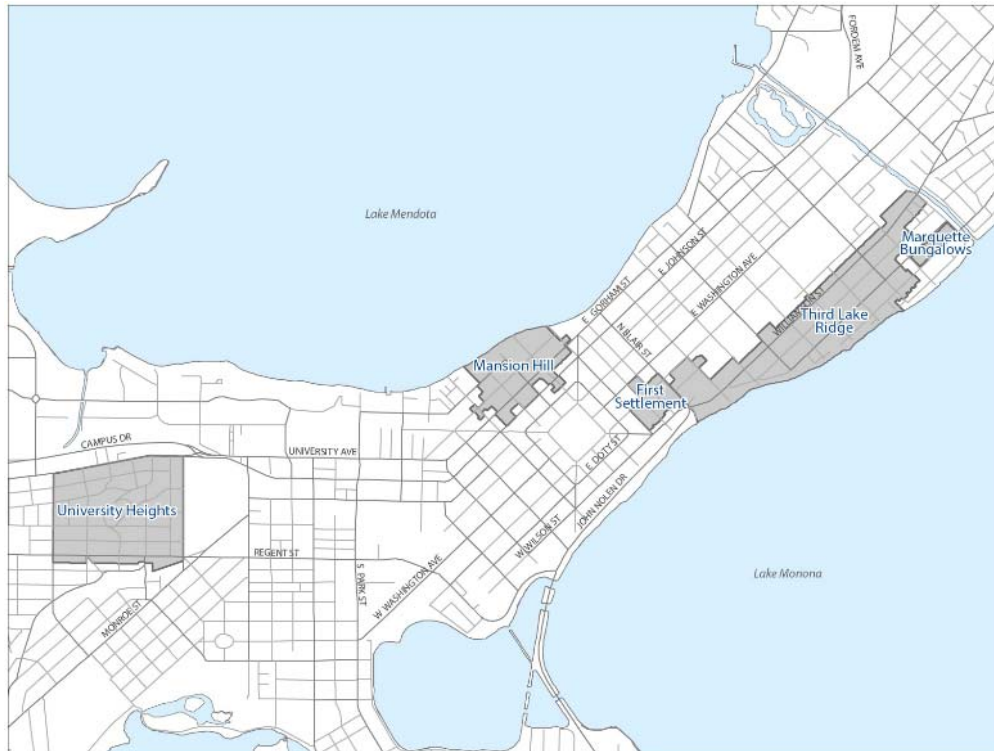
### PART 1 – ORDINANCE REVISION

DRAFT November 21, 2017  
APPROVED BY THE LANDMARKS ORDINANCE REVIEW COMMITTEE \_\_\_\_\_, 2017  
APPROVED BY THE LANDMARKS COMMISSION \_\_\_\_\_, 2017

## INTRODUCTION

The Historic Preservation Project consists of two distinct parts: Part 1- Ordinance Revision, and Part 2- Historic Preservation Plan. This Communication + Public Engagement Strategy is specifically tailored to Part 1. Part 2 has its own separate Strategy document.

Madison’s Historic Preservation Ordinance (Chapter 41 MGO) includes sections for each of the five existing local historic districts (see map). The Ordinance Revision consists of updating these sections of the ordinance.



## PROCESS AND OVERSIGHT

Staff from the City of Madison’s Planning Division will head this effort with support from a team of consultants. The lead commission on this project is the Landmarks Commission. The Landmarks Commission will make the final recommendations on ordinance revisions to the Common Council for adoption. The Landmarks Ordinance Review Committee (LORC) consists of five alders appointed to be the primary oversight body for this effort. The LORC will advise staff and the consultants throughout the process and forward its final recommendations on ordinance revisions to the Landmarks Commission. The graphic below shows the general process and timeline for this effort.



## PRIMARY AUDIENCES

Owners and managers of property in the five existing historic districts, policymakers, development community and other stakeholders are the primary audience for this communication + public engagement strategy.

## PRINCIPLES

The following principles provide guidance to the communication + public engagement strategies outlined in this document. Instead of starting the project with a pre-determined communication + public engagement strategy, staff and the consultants wanted to hear from stakeholders early on regarding what they thought would be important. A draft set of principles was presented to the public at the kickoff meeting on September 26, 2017 and available for comment at the first round of district meetings. These principles reflect important aspects of the public process for this effort.

- Provide options to participate a little or a lot
- Explain how input will be used
- Be responsive and flexible
- Keep it simple and clear
- Show trust and respect all perspectives
- Involve stakeholders from the beginning

## COMMUNICATION

One aspect of this effort is to communicate to stakeholders about the process, engagement opportunities, project status, and ordinance revisions. At a minimum, this will be accomplished in the following ways:

- 1) Direct Mail- A postcard, similar to the one at the right, was mailed (USPS) to the owner of every property in each historic district, as well as to residents in buildings with 8 or fewer units. This one-time mailing provided information about the initial meeting in the district, as well as website and contact information.
- 2) Email- Information about meetings and other information will be emailed to those who subscribe to the email list.
- 3) Project Website- A website ([www.cityofmadison.com/historicpreservation](http://www.cityofmadison.com/historicpreservation)) has been established to convey the latest information regarding each of the districts as well as to provide an opportunity for submitting comments.
- 4) Media- Information regarding this effort will be pushed to traditional media (newspapers, TV, radio, etc.) as well as social media (Facebook, Twitter, podcasts, etc.).
- 5) Partner Networks- Local partners will be sought to distribute information through their communication networks (email groups, social media groups, newsletters, gatherings, etc.).
- 6) Other City Efforts- Information about this effort will be promoted at other City events and activities, such as Imagine Madison, Living History Project, Mayor's Neighborhood Roundtable, etc.



## ENGAGEMENT

Another aspect of this effort is getting input and engaging stakeholders to understand the current ordinances and process from their perspectives and to engage in a dialog about ways to improve the ordinances. At a minimum, this will be accomplished in the following ways:

- 1) Public Meetings- A citywide kick off meeting was held to explain the process and hear people's perspectives on the current ordinance. This will be followed by a series of 3 meetings in each of the 5 historic districts. The first will focus on what works and what doesn't with the current ordinance, the second will explore some alternative approaches for addressing issues and concerns, and the third will propose draft ordinance revisions. Each of these meetings will include interactive "working sessions" for participants to share their thoughts and opinions.



- 2) Landmarks Ordinance Review Committee (LORC) Meetings- All meetings of the LORC are public meetings. Each meeting will provide opportunity for the public to provide verbal and written comments. It will also provide a regular review of the content, status, and recommendations throughout the process.
- 3) Landmarks Commission Meetings- All meetings of the Landmarks Commission are public meetings. At meetings where the ordinance is discussed, there will be opportunity for the public to provide verbal and written comments. It will also provide a regular review of the content, status, and recommendations throughout the process.
- 4) Dedicated Email- A dedicated email account has been established to facilitate people providing input or asking questions directly to project staff. ([historicpreservation@cityofmadison.com](mailto:historicpreservation@cityofmadison.com))
- 5) Project Website- A website for this project that provides an opportunity for submitting comments and getting updates. ([www.cityofmadison.com/historicpreservation](http://www.cityofmadison.com/historicpreservation))
- 6) Other Stakeholder Meetings- City staff and/or the consultant team will also be available to meet with neighborhood or other interested groups regarding this process.