

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION	PRESENTED: December 5, 2011	
TITLE: Adopting the Madison Cultural Plan (24233)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Amy Scanlon, Secretary	ADOPTED:	POF:
DATED: December 5, 2011	ID NUMBER:	

Members present were: Stu Levitan, Chair; Erica Gehrig, Vice Chair; Robin Taylor, Christina Slattery, David McLean, and Marsha Rummel. Michael Rosenblum was excused. Marsha Rummel left during discussion of Item #1.

SUMMARY:

Karin Wolf, the City Arts Administrator, introduced the Madison Cultural Plan.

Steve Goldberg, 4914 Whitcomb Drive, representing the Cultural Plan Steering Committee and appearing in support. Mr. Goldberg explained that the cultural plan represents an 18 month comprehensive research project that was as inclusive as possible and included numerous interest groups, citizens, companies and artists. Overwhelmingly, these groups noted that there is no utility that links all creative/cultural sectors. He explained that there is a strong desire to align resources with cultural assets. He believes the cultural plan is broad reaching with detailed recommendations and that it will provide the connective tissue to bring the creative/cultural sectors together.

Jason Tish, 2714 LaFollette Avenue, representing Cultural Plan Steering Committee and appearing in support and available to answer questions. Mr. Tish explained this plan defines culture to include history and historic architecture. Other City plans were reviewed when preparing Madison's Cultural Plan. Flint, MI and Vancouver, WA plans were used as examples of plans that seemed successful incorporating history. Madison's cultural plan incorporates historic preservation and cultural resources very well.

Ms. Slattery asked about recommendation #28 and what is meant by "incentives". It was noted that the State has laws that no adjustments be made in Real Estate Taxes. Local incentives could include building materials rebate, City façade grant extension program, etc.

Ms. Gehrig asked about page 35, historic preservation, questioning what is meant in the last sentence. Also in sentence before that "the State's Historical Society" should be "Wisconsin Historical Society". Ms. Gehrig also noted that the cultural plan is interesting and well written.

Ms. Gehrig also suggested changing the language in recommendation #22 where it states "make the process for designation and review more efficient and predictable" to "make all aspects of the administrative process more

efficient and predictable”. Ms. Wolf stated that the language may be revised. Mr. Tish said that this plan is an opportunity to redefine the words landmark and culture and blend them successfully.

Ms. Slattery asked about #20. Perhaps the wording should be changed from: unless otherwise prohibited by other agency standards “where possible” to “where appropriate”.

Gehrig asked what is meant by “worthy” in #28? She suggested removing the word. Levitan said that wording should be changed to mean that develop incentives to encourage property owners to seek landmark designation. Change the wording to read “incentives for the preservation of locally designated landmarks and sites.”

Levitan also suggested that the word “affirmative” be removed from #28.

ACTION:

A motion was made by Taylor, seconded by Gehrig, to incorporate the above changes into the Madison Cultural Plan and to recommend adoption of the resolution. The motion was passed on a voice vote/other.