

# Madison Historic Preservation Plan

## DRAFT PUBLIC ENGAGEMENT STRATEGY

August 14, 2017

### INFORM + INVOLVE

Successful input leads to support, acceptance, and champions of the proposed recommendations and overall Historic Preservation Plan. The Legacy Architecture team proposes a public engagement strategy that educates and engages all members of the public, involving a comprehensive list of stakeholders and variety of input techniques, and guides the Historic Preservation Plan process. Strategies include educating the public on the value of preservation, as well as gathering opinions about preservation.

### STAKEHOLDERS

A diverse set of stakeholders is being identified with City staff to ensure the process gathers input from people who use, own, manage, visit, build, and develop historic properties and buildings. Stakeholders include: residents, property owners, investors, cultural and ethnic organizations, elected officials, commission members, historic preservation architects, and staff. We are working with City staff to develop a comprehensive database including those community members who may not normally participate in historic preservation discussions.

Schedule consolidates some meetings so we can reach more stakeholders, allowing for integrated discussions and consensus building throughout the planning process. Meeting outcomes and findings will be shared with City of Madison Planning Division Staff so they may be made available to the public on the city project website.

List of stakeholders includes, but is not limited to: historic agencies and organizations, neighborhood associations, community centers, ethnic, cultural, and underrepresented communities – First Nation, Latino and Hispanic network, African American network, LGBTQ leaders and organizations, and women.

### INPUT TECHNIQUES + OUTREACH

A variety of engagement techniques are recommended throughout the planning process so we offer many opportunities for people to learn about the process and provide feedback.

- **Public workshops** – large scale public meetings that can be held at various locations in the City. These are scheduled at key points of the planning process to inform and gather input that will determine needed revisions. Verbal and written comments will be collected and summarized. These will be located at different venues and locations throughout the city (as venues can accommodate meeting format) based on discussions with staff and our planning committee.
- **Landmarks Commission meetings** – meetings are open to the public and allow for regular review of the content, status, and recommendations. Verbal and written comments will be collected and summarized. Provide regular monthly updates to the Landmarks Commission.

- **Ad Hoc Landmarks Ordinance Committee meetings** – meetings are open to the public and allow for review of the content, status, and recommendations. Verbal and written comments will be collected and summarized.
- **Historic Preservation Plan Advisory Committee meetings** – meetings are open to the public and allow for review of the content, status, and recommendations. Verbal and written comments will be collected and summarized.
- **Online postings** of upcoming meetings, opportunities to review and provide feedback, and project status. Meeting announcements posted, emailed, linked through local leaders, neighborhood groups, and organizations. Local groups and organizations will be asked to forward to their members and contacts.
- **Social Media** – it is recommended that the City post updates and meeting dates on social media outlets such as Facebook and Twitter. These postings will increase the diversity of people reached in the community.
- **Online Survey** – online survey allows us to reach a broad base of people and opinions. Emailed to full database and posted online and local civic locations. Live for three weeks.
  - Understand who values historic preservation, who are we missing
  - Gather input on priorities and concerns
  - Understand which types of buildings should be designated
  - Evaluate preferred tools
  - Measure what is needed to encourage support
  - Promote and educate the values of historic preservation
  - Illustrate economic impact of historic preservation
- **Volunteer Individuals and City Outreach** – *additional community partners and stakeholders could be engaged to gather oral histories and stories and displays at local festivals and events to supplement as a grass-roots effort*

## **PUBLIC INPUT MEETINGS**

**KICK OFF MEETING** – Introduce planning process, team, and gather input on general opinions on historic preservation and feedback regarding ordinance’s Standards for Review.

Call for local history, influence of women and underrepresented communities histories. (related to Task B)  
 B) May include photographs, oral histories, and other source materials.

### **Part A: ORDINANCES**

**PURPOSE** Gather input from district property owners, commission members, and general citizens to identify ordinance successes and challenges to inform revisions to be made to the Standards for Review section of the ordinance.

**Landmarks Commission** – present areas of concern, areas that work well, gather input

**Ad Hoc Landmarks Ordinance Review Committee** – discuss areas of concern, areas that work well, gather input

**15 District Public Meetings** – conduct three public meetings in each of the five districts to inform and review possible ordinance revisions. Meetings will take place in the neighborhood as venues are available.

**Landmarks Commission** – present framework and proposed revision changes

**Ad Hoc Landmarks Ordinance Review Committee** – present framework and proposed revision changes

**Common Council** – present revised Ordinance

Additional review meetings with the Ad Hoc Landmarks Ordinance Review Committee may also be open to the public.

## **Part B: HISTORIC RESOURCES DATA**

**PURPOSE** Gathering oral histories, photographs, and other historic documents from the following underrepresented communities – First Nation, Latino and Hispanic network, African American network, LGBTQ leaders and organizations, and women.

**Landmarks Commission** – present city-wide survey strategy for review and feedback

**Landmarks Commission** – final historic resources report findings and recommendations

## **Part C: HISTORIC PRESERVATION PLAN**

**PURPOSE** Gather public input on the community values of historic preservation related to buildings and spaces to inform planning and policy recommendations.

**Online Survey** – educate, gather input about preferences, values, input on districts, and support of regulations

**2 Public Input Meetings** – present background information, value of preservation on neighborhoods, gather input on community values. Also collect feedback on local history, influence of women and underrepresented communities. (related to Task B) May include photographs, oral histories, and other source materials. Determine locations to reach diverse stakeholders.

**Historic Preservation Plan Advisory Committee (HPPAC)** – discuss community values

**Landmarks Commission** – present and discuss Community Value Statements. Community Value Statements will include the process and rationale for the proposed statements and provide a framework for how these statements may direct the Historic Preservation Plan.

**Historic Preservation Plan Advisory Committee (HPPAC)** – discuss historic preservation tools 1) strategies to integrate this historic preservation program into public policy; 2) land use management tools; 3) economic development strategies; 4) financial incentives; 5) sustainability strategies; 6) historic preservation objectives of city-wide heritage tourism program; 7) education and outreach offerings for public and staff

**2 Public Input Meetings** – present and discuss Goals and Objectives. Determine locations to reach diverse stakeholders.

**Historic Preservation Plan Advisory Committee (HPPAC)** – discuss Goals and Objectives

**Landmarks Commission** – present and discuss Goals and Objectives

**Public Input Meeting** – present and discuss Implementation Strategy

**Historic Preservation Plan Advisory Committee (HPPAC)** – discuss Implementation Strategy

**Landmarks Commission** – present and discuss Implementation Strategy

## **DRAFT HISTORIC PRESERVATION PLAN INPUT MEETINGS**

**Public Input Meeting** – present and discuss Draft Historic Preservation Plan

**Historic Preservation Plan Advisory Committee (HPPAC)** – discuss Draft Plan

**2 Landmarks Commission Meetings** (may include other groups/organizations) – present and discuss Draft Historic Preservation Plan

**Common Council** – present Final Historic Preservation Plan