

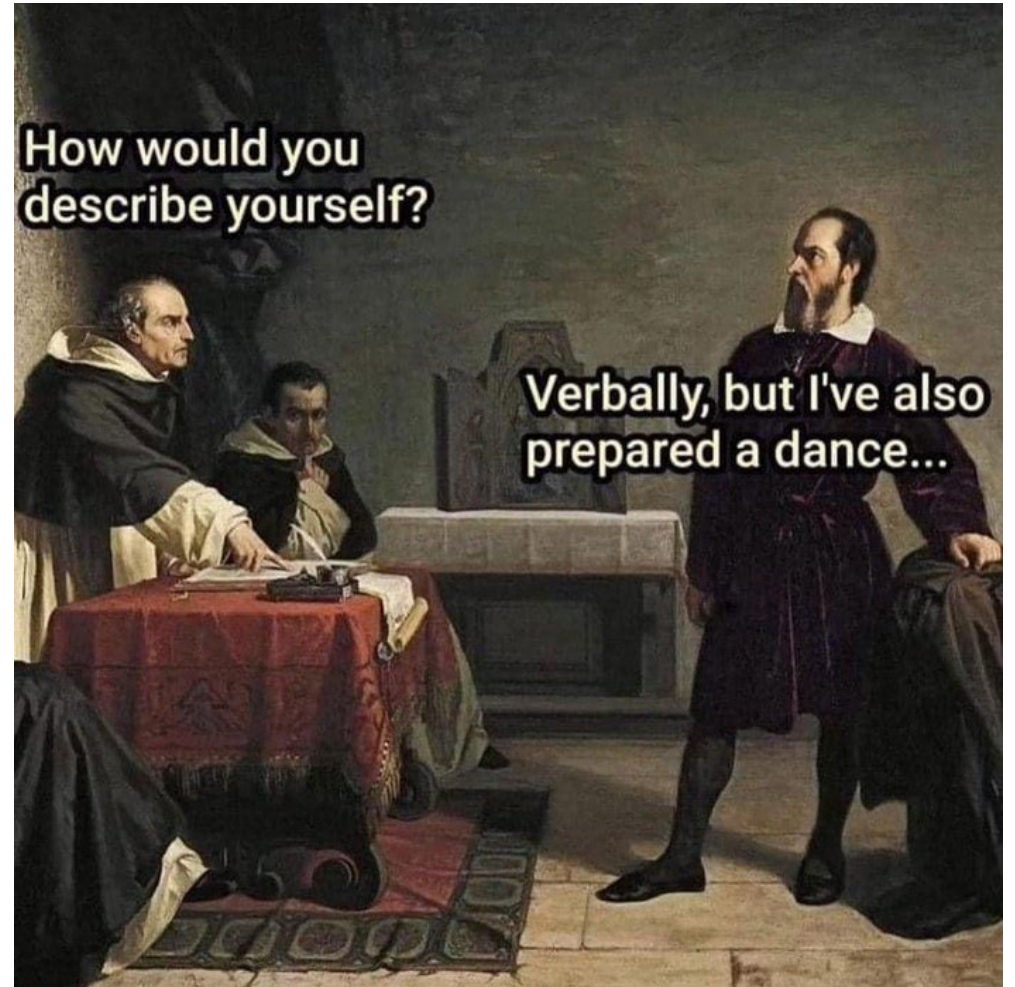


Historic Preservation Commission Policy Discussion

June 13, 2024

Purpose

- Why is historic preservation important?
- Does our process bring value to this work?
- Does our process serve the diversity of Madison?
- How does historic preservation intersect with
 - Climate Change
 - Housing
 - Indigenous Knowledge



NAPC Messaging Guide: Language & Purpose

Term	Concern(s)	Consideration(s)
"Appropriate"	<p>Many consider it vague, subjective, and/or authoritative.</p> <p>Some suggest renaming "Certificate of Appropriateness" (COA) as "Certificate of Approval" or simply "Historic Approval."</p>	<p>Ubiquitous in design review because of its use in the Secretary of the Interior's Standards for the Treatment of Historic Properties.</p> <p>You might be able to change the name of the COA form without changing your preservation ordinance.</p>
"Character"	<p>Many consider it vague and not easily (or often) defined, which can hinder evaluation and foster claims of subjectivity.</p> <p>Some consider it a signal of exclusion and structural racism.</p>	<p>Widely used as a key benefit of preservation: maintaining the distinct character of a building, neighborhood, community, etc.</p> <p>Might be cited in relevant legislation; avoiding it could possibly have legal implications.</p>

"Historic preservation" is a very broad term for different ways of treating older places that people care about. It takes many forms, including:

- The hands-on work of maintaining, repairing, restoring, and reusing historic places
- **Creating and implementing policies to help people conserve and revitalize places**
- Researching, identifying, and recognizing places that matter to communities, from buildings and neighborhoods to rural and commercial areas
- **Using existing places to help address urgent issues like affordable housing, environmental sustainability, the economy, and equity and racial justice**
- Managing preservation projects, including finding funding
- Considering historic places in local and regional planning
- **Advocating for specific places and broader policies to strengthen communities using the places they care about**
- **Sharing and celebrating stories of the many different people, places, and cultures that helped define our community and help shape our lives every day**

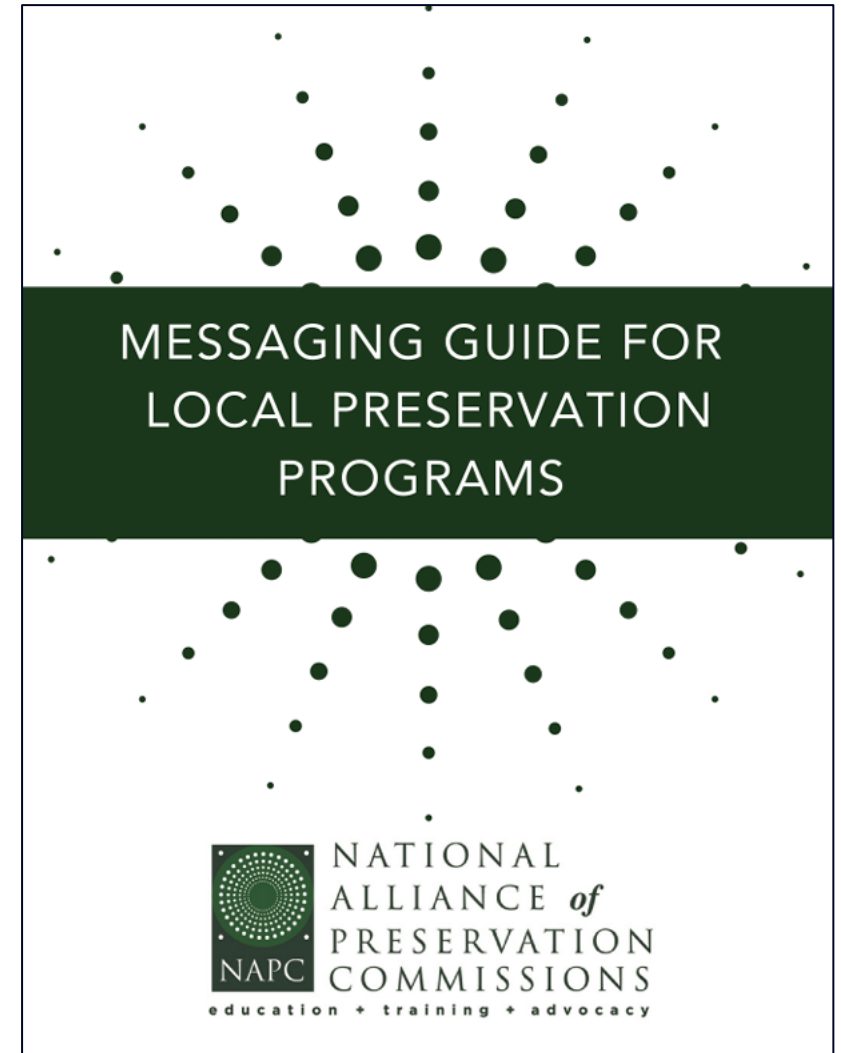
People care about older places for different reasons, including:

- They give our community a look, feel, and identity that's unique and meaningful.
- They tell the story of our community.
- They help us understand who we are and where we came from, so we can move forward.
- They're the setting for our daily life.
- They remind us that we belong to something bigger than ourselves.
- They spark emotions that we often can't describe, but that affect us deeply.
- They connect us to our past and each other.
- They teach and inspire us in ways nothing else can.
- We take comfort in their familiarity.
- They're interesting. They have stories. Often, they're part of our stories.
- They're already here, and reusing what we have just makes sense.



NAPC Messaging Guide: Topics

- Change and Balance
- Shared Stake in the Future
- Affordable Housing
- Density
- Diversity, Equity, Inclusion, and Anti-Racism
- Health and Well-Being
- Local Economy
- Sustainability and Climate Change



Relevancy Guidebook: Project Principles

- History is important to humanity
- Places are important to people's mental and physical wellbeing
- People have a right to place
- Preservationists want to help more people save places that matter to them and to their community
- Preservation practice should not only be equal, but equitable
- Communities should not only be involved in discussions, but also be in the lead on decision-making



THE **RELEVANCY** GUIDEBOOK

HOW WE CAN TRANSFORM THE FUTURE OF PRESERVATION



BY BONNIE C. MCDONALD, PRESIDENT & CEO
EDITED BY JEAN A. FOLLETT, PHD



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Relevancy Guidebook: Key Findings

1. Dismantle our culture of preciousness
2. Create a just preservation movement
3. Preserve and create affordable housing
4. Fight climate change through preservation
5. Connect preservation to health and wellness
6. Create more preservation jobs
7. Tell better stories
8. Practice values-based fundraising with an abundance mindset

“Preservation needs to put a higher value on significance over integrity” (p. 30)



Relevancy Guidebook: Where Do We Go From Here?

- Make community engagement, reevaluation and evolution our foundation
- Create a preservation movement that is accessible, inclusive, just and relevant, and
- Ensure a future where everyone and anyone can save, maintain and reuse places that matter to them and to their community

“JUSTICE PREVENTS PRESERVATION FROM BECOMING A WEAPON When only a small group of people know how to navigate preservation regulation, those who know it can use it as a weapon against those who are less familiar.” (p. 46)



Advisory Council on Historic Preservation

- Policy Statements (2023)
 - Climate Change
 - Housing
 - Indigenous Knowledge
- Report and Recommendations on the Application and Interpretation of Federal Historic Preservation Standards (2024)



Advisory Council on Historic Preservation: Report on SOI

- Short Term
 - Focused on consistency of interpretation and bureaucratic structural issues
- Medium Term
 - Expand treatment options to include: stabilization, relocation, intentional release, deconstruction
 - Graduate the NRHP



Madison Historic Preservation Program

- How does this apply to us?
- Where can we be doing more?

