



PLANNING DIVISION STAFF REPORT

August 5, 2024

PREPARED FOR THE LANDMARKS COMMISSION

Project Name & Address: West Area Plan
Application Type(s): Agency Referral for Comments
Legistar File ID # [84377](#)
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Date Prepared: July 29, 2024

Landmarks Commission Review

The Landmarks Commission reviewed the initial analysis of historic resources in the [West Area Plan](#) at its December 4, 2023 meeting. The plan is in its final draft form and has been introduced for approval to Common Council. The Landmarks Commission is one of the agency referrals to provide comments and recommendations on the final draft. The Landmarks Commission should review the “Culture and Character” section beginning on page 39 of the document. The recommendation related to historic resources show up in the “Partnerships” portion of the section and are:

B. Work with neighborhoods eligible for creation of a local historic district and/ or a national register historic district to establish district(s). National Register or local historic district nominations should be initiated by the neighborhood, with technical assistance provided by the City. Note that National Register districts allow residents to apply for tax credits, whereas local historic districts establish design requirements that shape future reinvestment and development in these neighborhoods (see the Historic Resources Review in the Appendix for more information).

C. The property at 6405 Mineral Point Road hosts the historic Otto & Louisa Toepfer Farm house, which is now part of Otto’s Restaurant & Bar. Should changes or development be proposed for this site, the property owner is encouraged to adaptively reuse the historic building.

Please also review the “Historic Resources Review” section in the appendix, starting on page 57 for a full discussion of the survey process and discussion of the identified properties.

Associated City Plans

While part of the work of the City’s preservation program is to assist property owners with accessing the public recognition and access to financial incentives through the National Register of Historic Places, it is also a stated priority in the Comprehensive Plan and the 2020 Historic Preservation Plan to support the designation of Madison Landmarks. The amended wording for the action in the Northeast Area Plan will align with the following priorities in City-adopted Plans:

[2020 Madison Historic Preservation Plan](#)

- Objective 4a.** Coordinate efforts and regulations among City plans, policies, ordinances, and departments
- Objective 6a.** Educate visitors and residents of all ages about Madison's history
- Objective 6b.** Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements

[Madison Comprehensive Plan](#)

Culture and Character

- Strategy 2.** Preserve historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories.

This staff-level reconnaissance survey of historic resources as part of the Area Plan process fulfills the intent of the citywide survey recommendations of the 2020 Madison Preservation Plan, but with different geographies and timeline than the preservation plan envisioned. However, by aligning the historic resource surveys with the Area Plan process, we are able to accomplish the citywide survey priorities of the Preservation Plan.

Recommended Action

Staff recommends that the Landmarks Commission make the following motion:

The Landmarks Commission recommends approval of the West Area Plan as drafted.