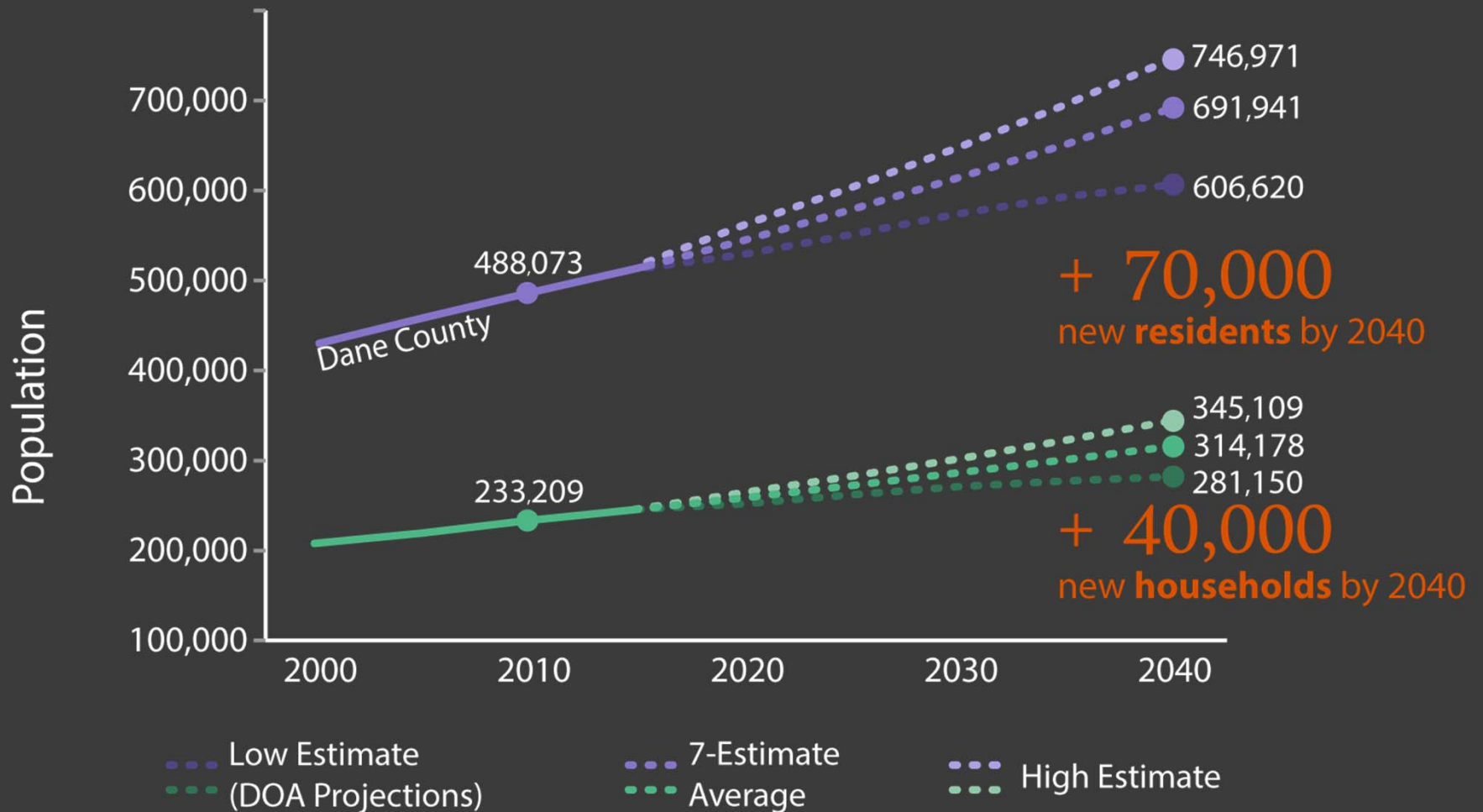




HISTORIC PRESERVATION PLAN  
ADVISORY COMMITTEE  
APRIL 11, 2018

## POPULATION TRENDS AND FORECASTS FOR MADISON AND DANE COUNTY



# MADISON IS GROWING

# MADISON IS BECOMING MORE DIVERSE

## RACE AND ETHNICITY TRENDS FOR MADISON

2006 Total Population

77 %  
7 %  
6 %  
6 %  
4 %



2014 Total Population

74 %  
7 %  
6 %  
9 %  
4 %



2014 Population Under Age 18

56 %  
15 %  
10 %  
10 %  
9 %



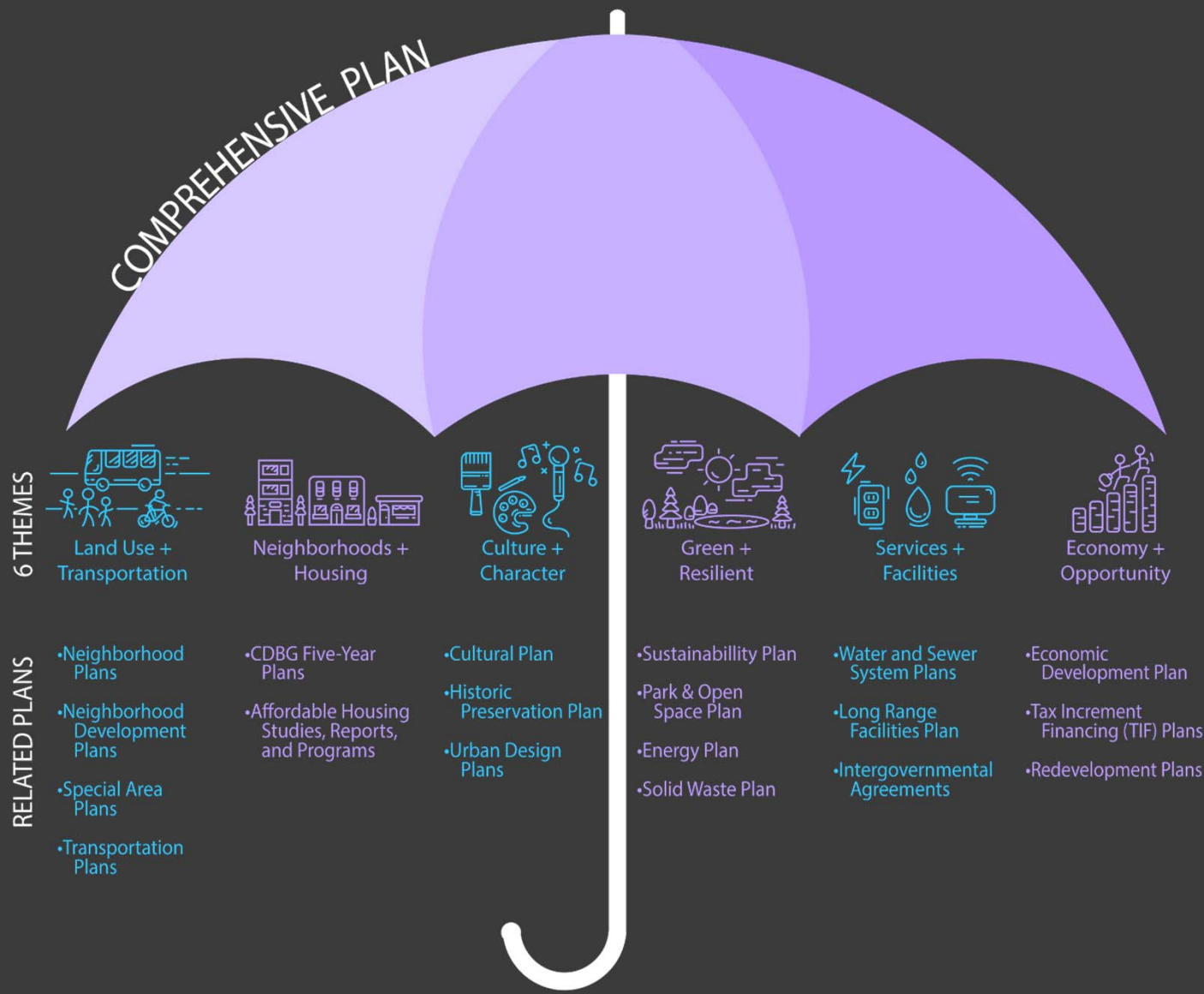
 White  Black  Hispanic or Latino  Asian  Other



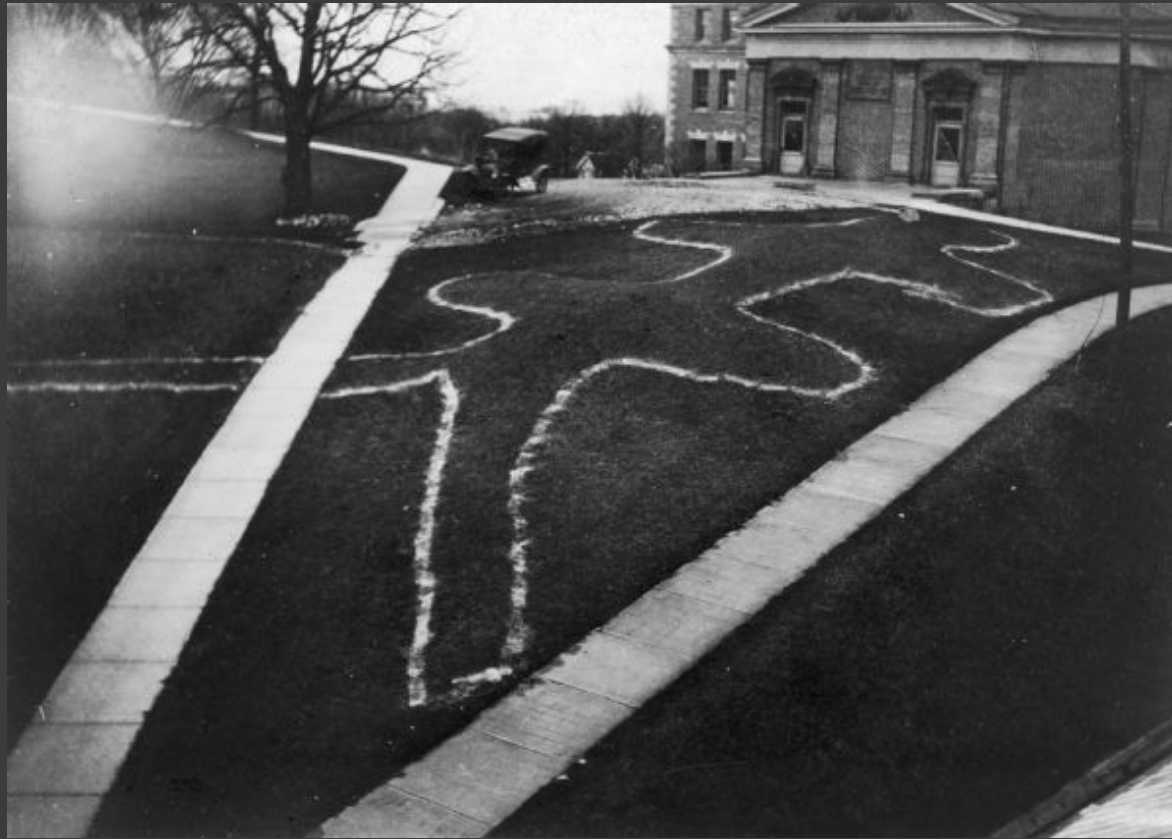
# Imagine Madison

People Powered Planning

COMPREHENSIVE PLAN



# COMPREHENSIVE PLAN



**...to identify, celebrate, and preserve the places that represent our collective history.**

**PURPOSE OF THE PLAN**



# Historic Preservation Ordinance Ch. 41

## Landmarks Commission

182 Landmarks

5 Historic Districts

CURRENT  
HISTORIC PRESERVATION PROGRAM



Madison, Wisconsin

-  National Register of Historic Places
-  Local Historic Districts
-  Landmarks

Prepared by the City Of Madison Planning Division | September 2012

Lake Mendota

Lake Monona

Lake Wingra





Historic Resource Survey, 1980s

Intensive Survey, 1994

Themes

Architects

Styles

Downtown Historic Preservation Plan, 1998

PREVIOUS

HISTORIC PRESERVATION PLANNING

Intensive Survey, 1994

# Themes

Architects

Styles

PREVIOUS

HISTORIC PRESERVATION PLANNING

Industry  
Commerce  
Services  
Communications  
Government  
Education  
Religion  
Parks & Cemeteries  
Social & Charitable Orgs

Ethnic Groups  
Culture  
Transportation  
Labor Unions  
Building Trades  
Neighborhoods  
Military History  
Agriculture

# Culture

Libraries

Literary Societies

Theater, Drama and the Movies

Artists

Authors

Museums

Music

## Artists

Madison was clearly not a mecca for artists during the historic period. The artists listed in the city directories range from teachers, a commercial art school, an artist-photographer, a cartoonist, a china painter, and several portraitists. Besides Olga Haussmann, the only two artists who were listed in the city directories for over 10 years were Leila Dow., a: teacher of wing and painting (-1898-1909-) and James R. Stuart (1883-1898-), but both of these artists did not remain at one location for over 10 years.

The only concentration of artists' studios was in the unit block of East Mifflin Street, where four artists maintained their studios during the historic period. None retained their studios here for over 10 years, however. Further research to better understand the contribution of artists to Madison history would include biographical research on the artists uncovered in the survey.

Buildings housing artists' studios for over 10 years:

109 S Carroll St. Wisconsin Engraving Co.	10+ years	1929-1939	demolished
--	-----------	-----------	------------

438 N Lake St. Olga K. Haussmann Home and studio	20+ years	1919-1939	demolished
--	-----------	-----------	------------



# Ethnic Groups

The British Isles

China

Scandinavia

Germany

Italy

Jewish People

African-Americans

## African-Americans

For a short history of African-American immigration to Madison and the community they established here, see the nomination form for the East Dayton Street historic district. Other bits of historical information not included in the nomination: in 1858, there was a porter house (tavern) run by “Emanuel Walker (colored)” on King Street near Doty St (gone). African-American men were given the vote in 1866 and about 15 voted in that year in Madison.

## Buildings remaining connected with African-Americans before 1939

649-653 E. Dayton St. Douglas Beneficial Hall and the Thomas House; later the Hill Grocery	38+ years	1901-1939	extant
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647 E. Dayton St. Miller House	31+ years	1908-1939	extant
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114 N. Blount St. Carmichael House	16+ years	1923-1939	extant
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120 S Pinckney St. Williams Barbershop and Hairdressing Parlor			demolished
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516 E Mifflin St. Weaver Grocery	20+ years	1919-1939	altered
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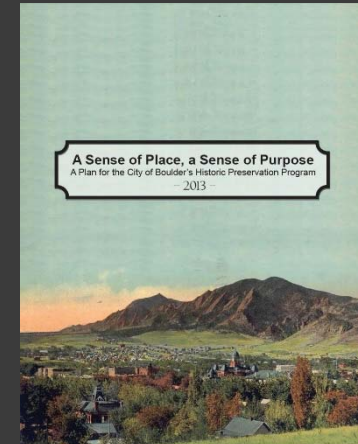
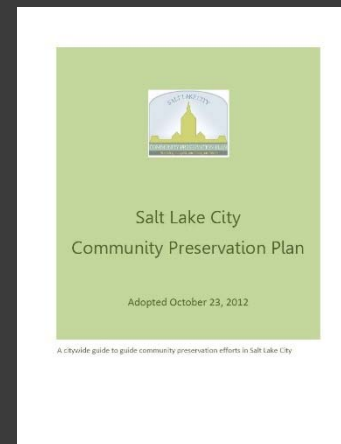
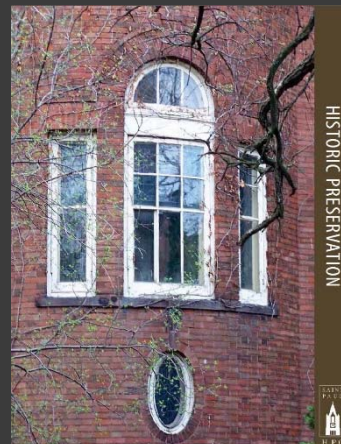
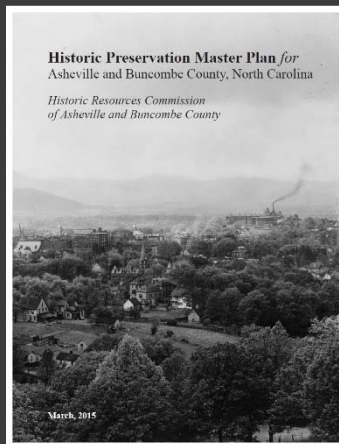


City Policy  
Heritage Tourism  
Economic Development  
Connectedness  
Sense of Place  
Incentives

<https://www.youtube.com/watch?v=zwSPIRceSi0>

HISTORIC PRESERVATION PLANNING

Typical contents:  
Description of Program  
Community Values  
Goals & Objectives  
Tools & Incentives  
Implementation Recommendations



# HISTORIC PRESERVATION PLANS

# About

The Madison Living History Project focuses on different community themes, such as:

- Neighborhoods & places
- People & groups
- Moments & events

It's made up of several parts:

- Oral histories & story shares
- Community archiving events
- Online access to stories, photos, publications, and ephemera



Looking for more Wisconsin stories? More oral history collections to explore:

- [Love Wisconsin](#)
- [Oral History Program at UW-Madison](#)
- [Madison African-American Oral History Project \(2016\)](#)
- [The People of Rural Wisconsin](#)
- [Wisconsin Veterans Museum Oral History Program](#)
- [I am Madison project by Madison365/Madison Community Foundation](#)

The Madison Living History Project was created in part to support the efforts of the City of Madison Planning Department's [Historic Preservation Plan](#). Initially the Madison Living History Project will prioritize place-based or neighborhood stories with a view to expand to additional topics and themes.

Contact [community@madisonpubliclibrary.org](mailto:community@madisonpubliclibrary.org) with questions or to get involved.



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Contact us at 608-266-6350 or [community@madisonpubliclibrary.org](mailto:community@madisonpubliclibrary.org).

**Madison Public Library** is an agency of the **City of Madison** and a member of the **South Central Library System**.



# MADISON LIVING HISTORY PROJECT

NATION & WORLD / FROM PAGE ONE

WISCONSIN STATE JOURNAL



JOHN HART, STATE JOURNAL

Frank Alfano, past president of the Italian Workmen's Club, makes his way past a display of historical artifacts in the club's hall at 914 Regent St. The building, set in the multi-ethnic Greenbush neighborhood, became a landmark in 1990 and still thrives.

## 'Living History' project pursues stories of people, neighborhoods

DEAN MOSIMAN  
dmosiman@madison.com

As the city moves to create its first Historic Preservation Plan, the Madison Public Library is partnering with community members and groups on a "Living History" project.

The effort focuses on themes such as neighborhoods and places, people and groups, and moments and events. It's using oral histories and story sharing, community archiving events and online access to stories, photos and publications.

The city began discussing Living History in the spring with actual events and interviews beginning this fall, so far mostly limited to the historic Greenbush neighborhood, Central Library manager Michael Spelman said.

Those working on the plan identified Greenbush as being a priority, so that's where it began, Spelman said.

"With that particular neigh-

borhood, there is a lot of documentation that has already been done," he said. "So it's a matter of fleshing out the existing information, digitizing and making accessible what hasn't been digitized yet, and ensuring that the representation of the voices about the Greenbush neighborhood are representative and reflective of the community that was there before urban renewal."

Frank Alfano, past president of the Italian Workmen's Club, 914 Regent St., said the organization does events to share the history of the multi-ethnic Greenbush neighborhood, which was ravaged when redevelopment in the name of urban renewal razed the "Triangle" area bounded by Park and Regent streets and West Washington Avenue in the 1960s.

The library recently held an oral history event for the Workmen's Club.

"I think it's fabulous," Alfano said of the project. "It's always

interesting to hear the stories the guys have. It keeps the spirit of Greenbush alive and well. What's really interesting is the raw feelings for the Triangle redevelopment. These people, they lived it."

The Living History project will be an ongoing process, Spelman said. The library will continue to work with individuals, organizations and other city departments to identify important community themes, he said.

"Our guess is that we'll never run out of things to talk about when it comes to Madison history," he said.

Like the city's effort, the library is looking for a cross section of people who can speak to people and places of historic Madison, especially communities that have been historically underrepresented, he said.

To learn more or get involved, contact Spelman at 608-266-5900, or mspelman@madison-publiclibrary.org.

Please see HISTORY, Page A9

How does Madison GO BEYOND  
the typical plan?

How can we create a community that values  
history and connects people to place?

How can we capture the intangible parts  
of our history?

HISTORIC PRESERVATION BIG IDEAS

What are options for recognizing the historic significance of a property without designating the property as a local landmark?

What other groups or themes are important in our preservation planning?

How can one communicate stories and information about special places to make those places more meaningful to residents and heritage tourists?

HISTORIC PRESERVATION BIG IDEAS

What procedures can we have in place to account for places that aren't a building or park without designating them mini historic districts?

What is an effective way to continuously solicit ideas for historic recognition from the public after the plan is complete?

HISTORIC PRESERVATION BIG IDEAS

What procedures and resources are in place to update existing plaques to accommodate for modern or new understanding of historic places?

How have other cities partnered with local educational institutions, especially local elementary and high schools, to expose youth to historic resources?

HISTORIC PRESERVATION BIG IDEAS



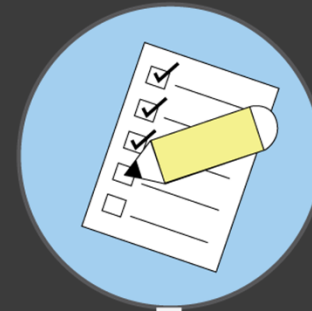


# PLANNING PROCESS

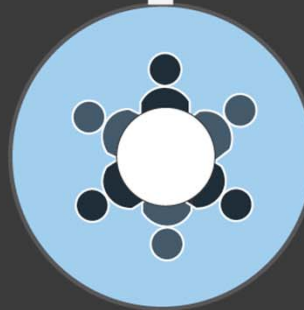




The Advisory  
Committee  
provides  
recommendations  
to the Landmarks  
Commission

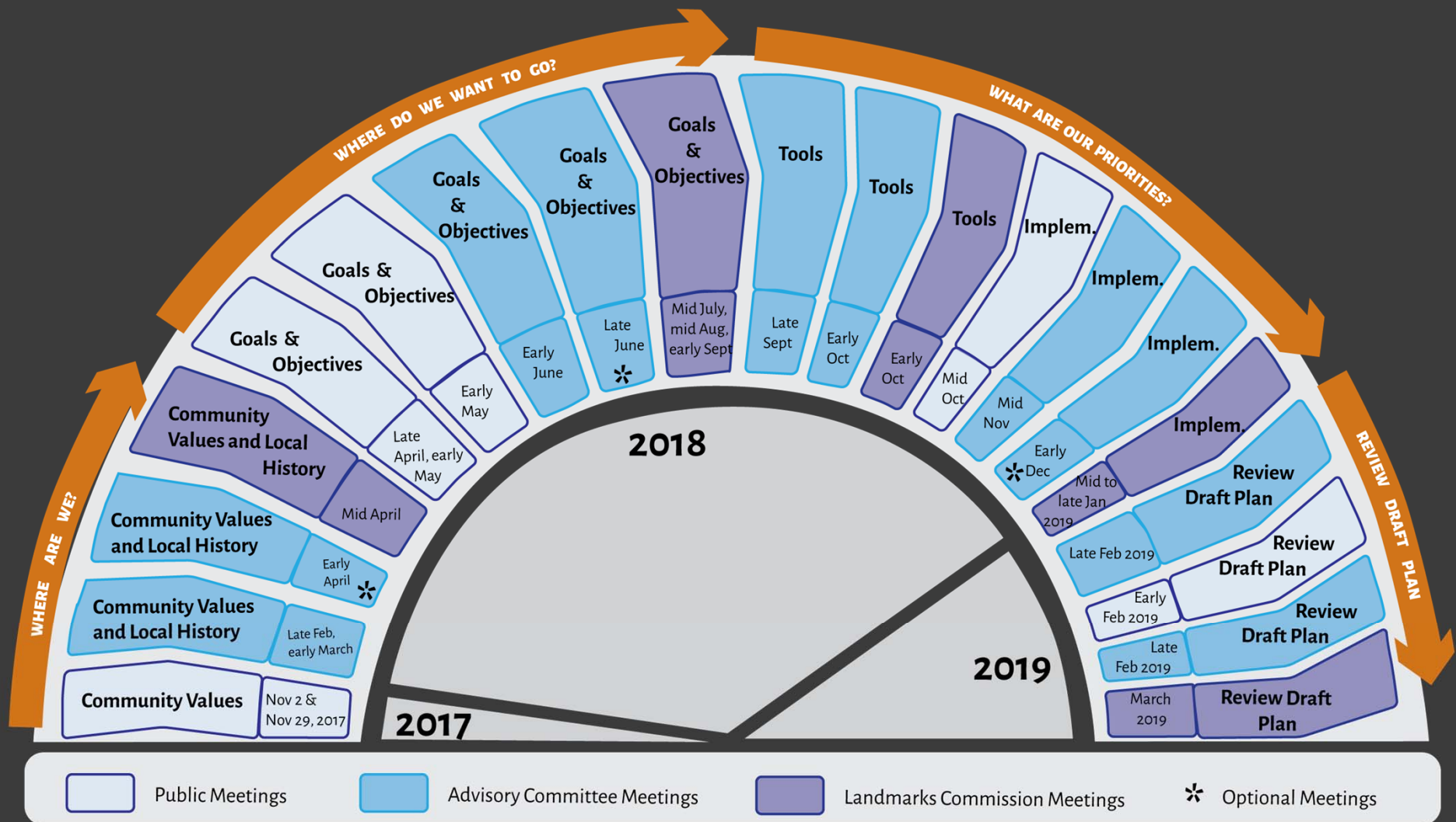


The consultant and  
City staff provide  
information  
to the Advisory  
Committee



The Landmarks  
Commission  
is lead

# THE ADVISORY COMMITTEE



Let's start designing our future by understanding our past!

# WORK PLAN AND TIMELINE

# Goals & Objectives

## PUBLIC MEETINGS

May 3

May 21

## ADVISORY COMMITTEE MEETINGS

June 12

June 27

## NEXT MEETINGS



# HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE