

Heiser-Ertel, Lauren

Subject: FW: Recommendations related to Goals and Objectives + Strategies for the Historic Preservation Plan

From: Zellers, Ledell

Date: Sun, Oct 7, 2018 10:17 PM

To: Scanlon, Amy; Dawn O'Kroley; Fruhling, William; Monks, Anne;

Subject: Recommendations related to Goals and Objectives + Strategies for the Historic Preservation Plan

Hello all,

Really sorry I can't be at the meeting on Wed. Following are some thoughts I have on what you will be discussing.

I'd appreciate it if one of you could confirm having received this. I have had some difficulties with email going out.

Thanks!

Ledell

Recommendations related to Goals and Objectives + Strategies for the Historic Preservation Plan

1. For Strategies include who the lead is to accomplish. Could be the city Department, private group, individual, etc.
2. Goal 1 (and/or other goals) include Strategy related to having "Smart phone" tours
3. Under objective 1b note that van tours would include various eras and aspects of Madison history including Native American, African American, Viet Nam era protests, early European, etc.
4. Under 2b (or somewhere) include "maintain an online list of artisans, skilled workers for working on historic buildings (e.g. plasters, window repair people, stone masons, etc) — maybe include with 117 but 117 does not currently recognize the significance of the skill required to do good work on historic buildings
5. Under 1d a strategy of having explanatory signage (e.g. in MMB) regarding historic preservation steps, practices, methods used.
6. Under 2b a strategy to encourage programs/website like in TLN which have pictures of 100+ year old homes, descriptions, historic information etc. (not complete but growing_)
7. Under 2b a strategy to encourage "Friends of" groups for each Historic District
8. Under 2c note that there should be more guidance for Landmarks and Plan Commission to better support saving historic resources.
9. Under 3a (or somewhere) have a strategy that results in a better job of saving historic materials from demolished buildings that could be reused in repair of other historic buildings. (Currently things like beautiful stone is simply ground up for fill.)
10. Under 3b note a current strategy is use of small cap TIF for rental conversion to owner occupied which often results in saving a historic home.
11. Under 3d expand use of Facade grants to buildings in historic district that are in the "period of significance"
- 12 Under 3c (or somewhere) include strategy of assessing local financial benefit/impact of preservation projects vs projects to build new...many cities found preservation projects tend to use local artisans and supplies vs larger projects which use out of state supplies, etc
13. Strategy 58 is not really accurate. For example the Downtown Plan is not reflective of the Mansion Hill Historic District in terms of, for example, building heights. So it does not support historic preservation in some important ways. (Other ways it does.)
14. I don't understand #63 but it sounds promising.
15. #84...don't we do this now?
16. Not sure where this strategy belongs but somewhere there should be a strategy about having a clear step by step landmark nomination form/process to help education public about how to go about nominating a property/building
17. Don't know where this strategy belongs but somewhere there should be a strategy about having a commitment to having a landmark nomination process that is on a similar timeline as is currently the case for development projects.
18. Recognize that strategy 129 has been done a number of times by neighborhood associations and alders...just needs to be done more
19. Needs to be a strategy about training programs for things like window repair, plastering ... and help with starting small businesses. Perhaps partner with MATC. This is not for DIY but rather to tap into the need to have these skills available. Also this is an economic development/jobs approach.
20. Page 14 under "Planning Website"...is it really true that landmarks nomination forms are not on the city website?? Why not?
21. Page 14, under TIF...explain Small Cap TIF and how it has been used
22. Page 14, under Walking Tour Brochures...these were not retained by the city in the recent move. Why are the PDFs not available on the city website? Easy fix it seems.