



605 Erie Avenue, Suite 101
Sheboygan, Wisconsin 53081
(920) 783-6303
info@legacy-architecture.com
www.legacy-architecture.com

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William A. Fruhling, AICP
Principal Planner
Department of Planning & Community & Economic Development
Planning Division
Neighborhood Planning, Preservation and Design Section
215 Martin Luther King, Jr. Boulevard., Suite 017
P.O. Box 2985
Madison, Wisconsin 53701-2985

Re: Madison Historic Preservation Plan
December 12, 2018 Historic Preservation Plan Advisory Committee Meeting Outcomes & Findings

To whom it may concern:

Bob Short and Carolyn Esswein of the Madison Historic Preservation Plan consultant team attended the Historic Preservation Plan Advisory Committee (HPPAC) meeting held on Wednesday, December 12, 2018. The consultants presented the results of the committee member scored rankings of initial draft of proposed new strategies to the HPPAC and gathered feedback to guide prioritization and development of the draft Implementation Strategy.

Results of the committee member scored rankings were presented with each strategy numbered and organized into three color-coded groupings: green “highest ranking,” yellow “moderate ranking,” and red “lowest ranking” based on average ranking and total score. The green “highest ranking” strategies will all be included in the development of the draft Implementation and were not discussed. Discussion focused on the yellow “moderate ranking” and red “lowest ranking” strategies, with those not supported by general agreement not developed further or prioritized in the draft Implementation Strategy. As the number of proposed new strategies exceeds realistic implementation of each, it was a goal of this meeting to consolidate the number of strategies for development and prioritization in the draft Implementation Strategy.

Below is a list of the Strategies (color-coded grouping and average ranking in parenthesis) with Strategies discussed in **bold** and followed by a bulleted summary of feedback gathered pertaining to each:

Goal 1 Objective 1a – Promote historic preservation in Madison.

Objective 1a – Promote cultural tourism and civic pride by sharing Madison’s unique culture and character through an inclusive process. (Rankings out of 7)

Strategy 1 (green, 2.8) – Native American plaques on existing and lost buildings and sites

Strategy 2 (green, 3.1) – Storytelling plaques on cultural and historical buildings and sites

Strategy 3 (yellow, 3.3) – Tourism marketing of historic attractions in the City

- There was discussion of incorporating several other strategies into tourism marketing and general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 4 (yellow, 3.4) – Smart technology tours

- There was discussion that smart technology tours could be considered as a marketing tool and general agreement to incorporate into strategy 3.

Strategy 5 (yellow, 3.7) – Public ceremony for new landmark designations/NRHP

- It was questioned if this is something that the City already does. Staff clarified that this is not currently done, as landmark designation is relatively unceremonious and occurs at common council meetings.
- There was not general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 6 (red, 4.9) – Historic Preservation program branding

- There was discussion that branding could be considered a marketing tool and general agreement to incorporate into strategy 3.

Strategy 7 (red, 6.6) – History Club monthly meeting

- There was limited discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Objective 1b – Celebrate social history along with buildings, places, and cultural landscapes. (Rankings out of 4)

Strategy 9 (green, 1.8) – Radio talk shows, podcasts, YouTube (different languages)

Strategy 10 (yellow, 2.5) – Story sharing event

- There was discussion that this strategy supports multiple goals.
- The success of two recent history and story sharing events, the Living History Project and Madison Municipal Building grand opening, was discussed.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 11 (yellow, 2.6) – Historic Preservation booth at local events

- It was recognized that this strategy has been popular with the public at previous meetings.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 12 (red, 3.2) – Van, boats, and alternative transportation tours

- There was discussion about the great experience committee members have had on boat tours in other cities and the good opportunity it would be to showcase and combine promotion of historic preservation and cultural tourism with the city's prominent and beloved lakes, major attractions in the city.
- A private cruise operator in the city, Betty Lou Cruises, was suggested as a possible partner for implementation.
- There was discussion that various types of tours could be considered as marketing tools and general agreement to incorporate into strategy 3.

Objective 1c – Share stories of places that have been lost while also looking forward. (Rankings out of 3)

Strategy 14 (green, 1.8) – Exhibit of lost buildings and significant structures

Strategy 15 (green, 2.0) – Historic Preservation social media

Strategy 16 (yellow, 2.4) – Story Sharing Event

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Objective 1d – Promote best practices in historic preservation within City-owned buildings and places. (Rankings out of 4)

Strategy 18 (green, 1.5) – Coordinated urban design program to promote historic districts

Strategy 19 (yellow, 2.1) – List of all City-owned historic properties and Management Plans for historically important City-owned historic resources

- There was discussion that such a list and management plans would be beneficial and should be made public; there was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 20 (red, 3.1) – Provide public access to City-owned historic buildings

- There was discussion that it is natural to provide and already public access to most public buildings during respective hours of operation.

- It was stated that there is value in providing access to publicly-owned historic buildings outside of normal hours. The overwhelming success of the Madison Municipal Building grand opening event was reiterated, stating that there was standing room only. It was suggested that gathering spaces in publicly-owned historic buildings should be used for any type of public events.
- There was discussion of past events and building tours and the logistical challenges and hurdles in planning such an event.
- It was suggested that there should also be information regarding the history, restoration, and maintenance of publicly-owned historic buildings that is passively accessible to the public, such as literature, signs, or plaques, regardless of whether an event is staffed with guides.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 21 (red, 3.1) – Annual Report of public investment in historic properties and buildings

- There was limited discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Goal 2 – Preserve places that represent architecture, events, and people important to Madison’s history.

Objective 2a – Represent the history of Madison’s diversity. (Rankings out of 3)

Strategy 24 (green, 1.5) – Study which types of resources/building types/groups are underrepresented to inform prioritization for programs and designation

Strategy 25 (yellow, 2.1) – Story Sharing Event

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 26 (yellow, 2.3) – Cross-cultural roundtables

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Objective 2b – Ensure good stewardship of historic buildings, districts, and places. (Rankings out of 5)

Strategy 28 (green, 2.3) – Historic preservation easement

Strategy 29 (yellow, 2.5) – Story Sharing Event

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 30 (red, 2.7) – Create a "Friends of" group for Historic Districts

- There was limited discussion regarding new groups that could be established and examples of groups that already exist.
- There was general agreement not to further develop or prioritize this strategy at this time; however, it was recognized that it may need to be revisited when developing roles and responsibilities for the draft Implementation Strategy.

Strategy 31 (red, 2.9) – Include adjacent properties when reviewing eligibility for designation

- There was limited discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Strategy 32 (red, 3.3) – Building protection policy

- City staff and the consultant team clarified the purpose of this strategy was not only to review projects, including road construction, for potential negative impacts on historic properties, such as damage due to vibration during construction, but require measures to protect historic properties determined to be impacted.
- There was concern that such review and protection not be limited to individual landmarks, but also include all properties in historic districts.
- Members of the committee have heard from the public that this is a concern. However, there is not a lot of information or studies available on standard effects.
- Other members described this review and protection as a standard business practice for contractors to prevent liability; and that contractors should already be doing this.
- It was discussed that this should possibly be a city-wide policy and not limited to impacts on historic properties

- There was general agreement not to further develop or prioritize this strategy in the draft Implementation Strategy.

Objective 2c – Protect historic buildings that are deteriorated or threatened by demolition. (Rankings out of 3)

Strategy 34 (green, 1.9) – Demolition permit documentation

Strategy 35 (green, 1.9) – Top 10 historic buildings to preserve

Strategy 36 (yellow, 2.1) – Disaster response plan and assistance program for historic resources

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Goal 3 – Promote historic preservation as part of economic development.

Objective 3a – Promote sustainable economic growth by integrating new development, reuse, and preservation. (Rankings out of 5)

Strategy 39 (green, 2.3) – Database of properties that are eligible for historic tax credits

Strategy 40 (yellow, 2.8) – Adaptive reuse as affordable housing

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 41 (yellow, 2.8) – List of vacant lots permitted for development, consistent with Downtown Plan

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 42 (red, 3.2) – Promote and document how good design is good for business development and retention

- There was discussion how information and studies are readily available on the benefits of good design and historic preservation for business, economy, real estate values, and the environment. It was expressed that historic areas attract people across the country and internationally; and information specific to Madison would be valuable.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy, possibly with an emphasis on promotion over documentation.

Strategy 43 (red, 3.4) – Mixed-use development to provide financially feasible projects

- There was limited discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Objective 3b – Identify incentives and financial resources and allocate funding for historic preservation projects. (Rankings out of 7)

Strategy 45 (green, 2.0) – Grants for condition assessments, Historic Structures Reports, and professional services of qualified historic properties

Strategy 46 (green, 2.8) – Dedicate demolition permit fees to help fund programs related to historic preservation

Strategy 47 (yellow, 3.6) – Building ~~protection policy~~ (rehabilitation) revolving loan program

- City staff and the consultant team clarified that the inclusion of ‘protection policy’ was a typo in place of ‘rehabilitation’ and that the intention of this strategy was to provide financing assistance for historic preservation projects, primarily in historic districts and for residential properties not eligible for the City’s existing façade improvement program.
- There was discussion of similarity with strategy 45; and clarification that strategy 45 is a program for professional services and strategy 47 is for ‘bricks and mortar.’
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy, including the addition of grants.

Strategy 48 (yellow, 3.8) – Sources of available funding provided on City website

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 49 (red, 4.1) – Energy efficiency loans or grants for historic properties

- There was limited discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Strategy 50 (red, 4.3) – Sale/purchase of development rights program

- There was limited discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Strategy 51 (red, 5.1) – Historic preservation materials voucher program

- City staff and the consultant team clarified that this strategy was to coordinate with local building material suppliers for landmark and district property owners to receive discounts on materials purchased for projects that have received a certificate of appropriateness from the Landmarks Commission.
- There was general agreement not to further develop or prioritize this strategy in the draft Implementation Strategy.

Objective 3c – Measure neighborhood benefits from historic preservation. (Rankings out of 2)

Strategy 53 (green, 1.3) – Impact study of historic property investments

Strategy 54 (yellow, 1.7) – Establish a base of assessments of historic preservation properties and projects

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Goal 4 – Coordinate municipal policies to protect historic resources.

Objective 4a – Coordinate efforts and regulations among city plans, policies, ordinances, and departments. (Rankings out of 3)

Strategy 57 (green, 1.5) – Historic Preservation recommendations and policies should be coordinated between departments and agencies

- There was discussion that this should include coordinating the zoning code requirements, such as allowable building height, with the historic preservation ordinance and standards for review for landmarks and historic districts.
- As a green ‘highest ranking’ strategy, it will be further developed and prioritized in the draft Implementation Strategy.

Strategy 58 (yellow, 1.9) – Documentation should be provided from the City to staff, committees, and departments reviewing historic properties and districts

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 59 (yellow, 2.2) – Matrix highlighting list of City regulations noted above (available online)

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Objective 4b – Facilitate and coordinate preservation efforts with other governmental and community entities (Rankings out of 5)

Strategy 61 (green, 2.1) – Collaborate with other historic preservation commissions, historical societies, and related groups to explore and promote common interests, mutual benefits, and share historical data and research

- There was discussion to incorporate other groups, including those mentioned in strategies 63 and 64, into this strategy.
- As a green ‘highest ranking’ strategy, it will be further developed and prioritized in the draft Implementation Strategy.

Strategy 62 (yellow, 2.5) – Building rehabilitation programs and organizations that focus on historic properties

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 63 (yellow, 2.6) – Coordinate with relevant tribes on educating the public on historic sites and buildings

- There was discussion and general agreement that this should be incorporated into strategy 61.

Strategy 64 (red, 3.1) – Coordinate with Ho-Chunk tribal government

- There was discussion and general agreement that this should be incorporated into strategy 61 with the Ho-Chunk tribal government specifically included by name and prioritized over coordination with other relevant tribes.

Strategy 65 (red, 4.2) – MATC and technical university collaboration

- There was discussion regarding which goal and objective this strategy is best organized under, as it is related to coordination and collaboration (Goal 4) as well as the preservation of properties (Goal 2) and economic development/job training (Goal 3).
- There was concern expressed that there is a growing local shortage of skilled workers in historic preservation trades, such as plasterers, and that preservation projects will become more expensive for property owners in the city if they are required to hire contractors from other cities or regions.
- It was suggested to review an example program in San Antonio, Texas; and there was general agreement to further investigate this strategy for the draft Implementation Strategy.

Objective 4c – Integrate sustainability policies to conserve energy and resources. (Rankings out of 3)

Strategy 67 (green, 1.5) – Encourage salvage and reuse of materials from buildings being demolished

Strategy 68 (green, 1.7) – Allow a streamlined process for using sustainable strategies on historic buildings to make them more efficient, without loss of historic character

Strategy 69 (yellow, 2.3) – Building reuse is listed as a sustainable strategy

- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Objective 4d – Provide clear and predictable City processes. (Rankings out of 3)

Strategy 71 (green, 1.8) – Expedited/simplified review for tax credit projects

Strategy 72 (green, 2.0) – Illustrated design guidelines

Strategy 73 (green, 2.0) – Process outlined and all pertinent information on website (including applications)

Objective 4e – Enforce and enhance existing preservation programs. (Rankings out of 11)

Strategy 75 (green, 2.2) – Eligible for Designation Policy - Continue to identify resources eligible for designation; Update architectural & historical surveys of the entire city. Create strategy to update again in the future

- There was discussion and general agreement to consider designations for the local landmark and historic district, National Register of Historic Places, and National Historic Landmark programs, incorporating strategy 76.
- There was discussion to include re-surveying existing designated properties to identify additional areas of significance than those for which they were originally designated, such as significant associations with the history of underrepresented communities.
- There was discussion to incorporate strategy 82.
- As a green ‘highest ranking’ strategy, it will be further developed and prioritized in the draft Implementation Strategy.

Strategy 76 (yellow, 3.8) – Identify and nominate properties as National Historic Landmarks

- It was clarified by City staff that this is already a strategy implemented by the City in the rare instance that a property is identified as potentially eligible for the National Historic Landmark program. The difference between the National Register of Historic Places and National Historic Landmark programs was explained by City staff and the consultant team.
- It was discussion and generally agreed to incorporate this into strategy 75.

Strategy 77 (yellow, 4.3) – Boundary study of existing historic districts related to NRHP districts

- There was no discussion of this strategy; however, it is the consultant team’s recommendation that it be considered for the draft Implementation Strategy.

Strategy 78 (yellow, 4.9) – Enforcement training for City inspectors

- There was no discussion of this strategy; however, it is the consultant team’s recommendation that it be considered for the draft Implementation Strategy.

Strategy 79 (yellow, 5.3) – Simplify/revise applications and forms

- There was no discussion of this strategy; however, it is the consultant team’s recommendation that it be considered for the draft Implementation Strategy.

Strategy 80 (red, 5.4) – Training program for Historic Preservation staff and Commission members

- There was no discussion of this strategy; however, it is the consultant team’s recommendation that it be considered for the draft Implementation Strategy.

Strategy 81 (red, 5.8) – Update Historic Preservation Plan every 5 years

- There was discussion that future updates to the Historic Preservation Plan are important; however, a 5-year timeframe may be unnecessary. A 10-year timeframe was suggested. Other members indicated that the short timeframe was a factor in their ranking of this strategy.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 82 (red, 5.8) – Investigate adding local designation for existing NRHP properties and districts, along with potential incentives

- The consultant team expressed their recommendation that local designation is one of the most effective ways of preserving historic resources, and that properties listed in the National Register of Historic Places have documented historic significance.
- There was discussion and agreement to change the word “incentives” to “benefits.”
- There was discussion and general agreement to incorporate this into strategy 75.

Strategy 83 (red, 6.3) – Study Historic Preservation staffing needs to ensure responsive input

- There was no discussion of this strategy; however, it is the consultant team’s recommendation that it be considered for the draft Implementation Strategy.

Strategy 84 (red, 6.9) – Review NRHP criteria and priority evaluation for local landmark designation to allow flexibility

- There was no discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Strategy 85 (red, 8.5) – Allocation program for non-compliance fines

- There was no discussion of this strategy; however, it is the consultant team’s recommendation that it be considered for the draft Implementation Strategy.

Goal 5 – Engage the community in determining ongoing historic preservation priorities.

Objective 5a – Solicit ideas and stories about historic preservation from the public through a variety of methods and techniques. (Rankings out of 2)

Strategy 88 (green, 1.4) – Mobile public art projects

Strategy 89 (yellow, 1.8) – Historic preservation booth at community events

- It was recognized that this strategy has been popular with the public at previous meetings.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Objective 5b – Ensure an actively inclusive engagement process. (Rankings out of 3)

Strategy 91 (green, 1.8) – Reach out to local underrepresented groups to gather additional information and resources

Strategy 92 (yellow, 2.0) – Neighborhood/Trusted advocate ambassadors program

- There was no discussion of this strategy; however, it is the consultant team’s recommendation that it be considered for the draft Implementation Strategy.

Strategy 93 (red, 2.3) – Social media calls for engagement

- There was discussion that social media could be considered a marketing tool and general agreement to coordinate with strategy 3.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Goal 6 – Educate the public about Madison’s history and the value and benefits of historic preservation.

Objective 6a – Educate visitors and residents of all ages about Madison’s history. (Rankings out of 11)

Strategy 96 (green, 3.0) – Websites, online articles, exhibits, and tours on the benefits of preservation

Strategy 97 (green, 3.4) – Digitize and create a website for City's historical collection, including Landmarks applications, NRHP nominations, etc.

Strategy 98 (yellow, 4.5) – Radio talk shows, podcasts, YouTube, and other press groups

- There was discussion to include social media and general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 99 (yellow, 4.7) – Cultural walking tours

- There was no discussion about further developing or prioritizing this strategy in the draft Implementation Strategy.

Strategy 100 (yellow, 5.5) – Coordinate with local schools

- There was no discussion of this strategy; however, it is the consultant team's recommendation that it be considered for the draft Implementation Strategy.

Strategy 101 (red, 6.0) – Do-it-yourself workshops

- There was no discussion about further developing or prioritizing this strategy in the draft Implementation Strategy.

Strategy 102 (red, 6.7) – Online calendar of history and cultural related events

- There was no discussion about further developing or prioritizing this strategy in the draft Implementation Strategy.

Strategy 103 (red, 6.8) – Historic preservation booth at community events

- It was recognized that this strategy has been popular with the public at previous meetings.
- There was general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 104 (red, 7.4) – Resurvey designated properties every 10 years to keep information up to date

- There was discussion regarding the importance of updating historical information, nominations, and signage for designated properties to include additional areas of significance than those for which they were originally designated, such as significant associations with the history of underrepresented communities.
- There was general agreement to incorporate this into strategy 75.

Strategy 105 (red, 7.7) – Develop and maintain an online instructional form

- City staff and the consultant team clarified that the intent of this strategy was to instruct the public on the best practices to document stories and history.
- There was limited further discussion and general agreement to further develop this strategy in the draft Implementation Strategy.

Strategy 106 (red, 7.7) – Book festival

- There was limited discussion and no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Objective 6b – Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements. (Rankings out of 5)

Strategy 108 (green, 2.1) – Develop property owner handbook

Strategy 109 (yellow, 3.0) – Technical page on Historic Preservation website

- There was no discussion about further developing or prioritizing this strategy in the draft Implementation Strategy.

Strategy 110 (yellow, 3.0) – List of historic preservation architects, contractors, and consultants

- There was no discussion about further developing or prioritizing this strategy in the draft Implementation Strategy.

Strategy 111 (yellow, 3.1) – Outreach meetings to explain historic preservation techniques to property owners

- There was no discussion about further developing or prioritizing this strategy in the draft Implementation Strategy.

Strategy 112 (yellow, 3.1) – Real estate professional training

- There was discussion that insurance providers should receive training, stemming from public comments at other meetings.

- There was general agreement that this strategy be included and further developed in the draft Implementation Strategy.

Objective 6c – Recognize and publicize successful preservation projects. (Rankings out of 6)

Strategy 114 (green, 2.8) – Honor property owners for careful stewardship of historic properties

Strategy 115 (yellow, 3.4) – "Rehabarama" event

- There was limited discussion of this strategy, but general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 116 (yellow, 3.5) – Quarterly Tour of Homes highlighting preservation and rehab

- There was discussion of successful events held in the past and general agreement to include and further develop this strategy in the draft Implementation Strategy.

Strategy 117 (yellow, 3.5) – Annual State of Historic Preservation address during National Historic Preservation Month in May

- There was no discussion about further developing or prioritizing this strategy in the draft Implementation Strategy.

Strategy 118 (red, 4.0) – Website recognition of different types and scales of historic preservation

- There was limited discussion and, therefore, no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Strategy 119 (red, 4.5) – Real estate open house events

- There was clarification that this strategy relates to tours of homes for sale, differentiating it from strategy 116.
- There was mention of events held in the past but no general agreement to include and further develop this strategy in the draft Implementation Strategy.
- There was limited further discussion and no general agreement to further develop or prioritize this strategy in the draft Implementation Strategy.

Objective 6d – Share stories of historic and community places that have been lost or are under-recognized. (Rankings out of 1)

Strategy 121 (green, 1.0) – Online catalog, map, and social media

There was also discussion and general agreement that many of the red “lowest ranking” Strategies are tasks that could be more easily completed, and that those that could be readily done should not be eliminated from the draft Implementation Strategy.

There were general discussions of the parties responsible for implementing various strategies discussed; a topic to be developed for the draft Implementation Strategy and the subject of future meetings. It was suggested that the City could partner with local tourism organizations to implement strategies under Objective 1a. It was also recognized that some red “lowest ranking” strategies, including strategy 30, may need to be revisited when developing roles and responsibilities for the draft Implementation Strategy.

There was also a suggestion that the City’s website should have accessible and easy to understand instructions on how to prepare a nomination for designation or amend an existing nomination; this would pertain to Objectives 4e.

When the floor was opened for public comment, members of the public made the following comments regarding the Strategies:

1. The City should collaborate with the Madison Children’s Museum for history and historic preservation programming and events.

Sincerely,

Bob Short, Associate AIA
Architectural Intern & Historic Preservation Consultant