

**From:** [Bailey, Heather](#)  
**To:** [Heiser-Ertel, Lauren](#)  
**Subject:** FW: HP Plan Comments  
**Date:** Wednesday, December 18, 2019 8:27:53 AM

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**From:** Dawn O'Kroley <dokroley@dorschnerassociates.com>  
**Sent:** Tuesday, December 17, 2019 2:51 PM  
**To:** Fruhling, William <WFruhling@cityofmadison.com>; Bailey, Heather <HBailey@cityofmadison.com>; Scanlon, Amy <AScanlon@cityofmadison.com>  
**Subject:** FW: HP Plan Comments

Hi all, see you tomorrow. Thank you, this draft well defines local vs. national.

For discussion at the meeting:

1. At the bottom of page 7, to encourage interdepartmental collaboration please revise to:  
"...the City Landmarks does not oversee treatment of these properties based on their historic status and staff is only integrated into the process when requested by the staff or committees with review authority (zoning, building inspection, parks commission, urban design commission, plan commission)."
2. Page 35 add other existing strategies/tools, again to encourage interdepartmental collaboration:
  - Zoning policies including Neighborhood Character Conservation Zoning
  - Tax incremental financing programs for owner occupied building rehabilitation
  - Certified Local Government Grants?
  - Goals to include underrepresented community members in the design and construction of City owned resources
3. 4Diii, page 44 Prepare illustrated design guidelines. Revise non-bold text to: "To facilitate clear communication, the revised Historic Preservation Ordinance will provide illustrated design guidelines for local historic districts. Guidelines should provide primary facade setback illustrations and tools for individual properties to contribute to the greater civic asset of an established development pattern."
4. Page 14 – I recall the discussion that the first 3 paragraphs of Appendix C would remain in the body of the doc. Remainder of details would be in the appendix.

Additional comments for staff/consultant review:

Bottom of Page 9 tax credit % description requires clarification.

(Data from the WHS site: The Wisconsin Homeowners' Tax Credit program returns 25 percent of the cost of approved rehabilitation (of eligible historic homes) as a Wisconsin income tax credit. The Income Producing program returns 20 percent of the cost of rehabilitating historic buildings, up to \$3.5 million per parcel, to owners as a Wisconsin income tax credit. Projects may also be eligible for Federal tax credits, this program returns 20 percent of the cost of rehabilitating historic buildings to owners as a federal income tax credit.)

Clarify the chart on page 52 and number of properties listed in the previous graphic... (total differs by 1).

Please omit O as my middle initial. Thanks, Dawn