



# City of Madison

City of Madison  
Madison, WI 53703  
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## Master

**File Number: 59575**

**File ID:** 59575

**File Type:** Resolution

**Status:** Report of Officer

**Version:** 1

**Reference:**

**Controlling Body:** Department of  
Planning and  
Community and  
Economic  
Development

**File Created Date :** 02/13/2020

**File Name:** Adopting the Historic Preservation Plan

**Final Action:**

**Title:** Adopting the Historic Preservation Plan as a supplement to the Comprehensive Plan, directing staff to implement the recommendations contained in the plan, and dissolving the Historic Preservation Plan Advisory Committee.

### Notes:

**Sponsors:** Marsha A. Rummel, Patrick W. Heck and Arvina Martin

**Effective Date:**

**Attachments:** Madison HPP Final Draft February 2020.pdf,  
Underrepresented Communities Intensive Survey  
Report - DRAFT 7-2-19\_r.pdf,  
Martens\_Comment\_03-09-20.pdf, HPP Adopting  
Resolution.(draft substitute), Staff Memo on Final Draft  
Preservation Plan 5-4-20, LC Staff Presentation  
5-4-20, 59575 LC Report 5-4-20

**Enactment Number:**

**Author:** William Fruhling, Principal Planner

**Hearing Date:**

**Entered by:** wfruhling@cityofmadison.com

**Published Date:**

### Approval History

Version	Date	Approver	Action
1		Brent Sloat	Approve

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Department of Planning and Community and Economic Development	02/13/2020	Referred for Introduction				

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1	COMMON COUNCIL	02/25/2020	Referred	LANDMARKS COMMISSION	05/04/2020	
1	LANDMARKS COMMISSION	02/25/2020	Referred	PLAN COMMISSION	03/09/2020	
1	PLAN COMMISSION	03/09/2020	Return to Lead with the Recommendation for Approval	LANDMARKS COMMISSION	05/04/2020	Pass
1	LANDMARKS COMMISSION	03/16/2020				
1	LANDMARKS COMMISSION	05/04/2020				

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**Text of Legislative File 59575**

**Fiscal Note**

No additional City appropriation is required with the adoption of the Historic Preservation Plan. However, implementing recommendations within the Plan will require additional staff or consultant resources. The timeframe and estimated level of cost for each recommended strategy starts on page 54 of the plan. These expenditures, as well as others, will need to be included in future capital and operating budgets, subject to Common Council approval at that time.

**Title**

Adopting the Historic Preservation Plan as a supplement to the Comprehensive Plan, directing staff to implement the recommendations contained in the plan, and dissolving the Historic Preservation Plan Advisory Committee.

**Body**

WHEREAS, during the development of the Downtown Plan, several commissions stressed the need for a City Historic Preservation Plan to ensure that historic preservation remains an effective tool to preserve the city’s historic resources; and

WHEREAS, early in the process of revising the Historic Preservation Ordinance, the Ad Hoc Landmarks Ordinance Review Committee and members of the public stressed the need for a City Historic Preservation Plan to guide the preservation program; and

WHEREAS, the Comprehensive Plan, adopted in August, 2018 (Legistar File # 51349), provided a vision for the City’s future and established a comprehensive set of goals, strategies and actions, including a recommendation to “Complete, adopt, and implement a Historic Preservation Plan as a framework for the future of Madison’s historic preservation program”; and

WHEREAS, in November 2017, the Common Council approved a resolution (Legistar File # 49177) creating the Historic Preservation Plan Advisory Committee (HPPAC)to assist with the development of the Historic Preservation Plan (Plan); and

WHEREAS, a consultant team, including Legacy Architecture, Inc., CE Planning Studio, LLC, and Archetype Historic Property Consultant, was retained to assist with the development of the Plan and related activities; and

WHEREAS, a Communication and Public Engagement Strategy was approved by the HPPAC and Landmarks Commission in early 2018 to ensure an inclusive planning process and a Plan that celebrates and preserves the places that represent the city’s collective histories; and

WHEREAS, a major component of the planning effort was for the consultant team to conduct research and prepare a detailed *Underrepresented Communities Historic Resource Survey Report*, that will serve as a living resource, and which is summarized in the Plan; and

WHEREAS, the HPPAC, working with staff and the consultant team, facilitated public engagement, worked to identify the community's values around historic preservation, and developed the following goals to reflect those values:

- 1) Promote Historic Preservation in Madison
- 2) Preserve buildings and places that represent architecture, events, and people important to Madison's history
- 3) Promote historic preservation as part of economic development
- 4) Coordinate municipal policies to protect historic resources
- 5) Engage the community in determining ongoing historic preservation priorities
- 6) Educate the public about Madison's history and the value and benefits of historic preservation; and

WHEREAS, detailed objectives and strategies were developed to achieve the six goals and prioritized by the HPPAC, with the following identified as the 14 highest priority strategies (in no particular order):

- Place plaques at existing buildings and places, lost buildings, and cultural sites to identify significant historical events and locations.
- Develop tourism marketing and branding materials that highlight historic attractions in the city.
- Coordinate an urban design program to visually promote City-owned historic buildings and places.
- Determine which types of buildings and places are underrepresented in the current historic resources inventory.
- Develop a "Top 10 Historic Buildings and Places to Preserve" exhibit or program.
- Develop a database of properties that are eligible for historic tax credits.
- Encourage adaptive reuse as an affordable housing option.
- Develop a document that outlines the development proposal review process and criteria for historic properties to educate staff, departments, committees, and the public.
- Prepare illustrated design guidelines for buildings and places within historic districts, including those outside period of significance.
- Consider properties with existing National Register of Historic Places designation and those identified through future survey work for local designation.
- Utilize a variety of tools, both digital and in-person, to gather and post information about Madison's history, diversity, and culture.
- Reach out to local underrepresented groups to gather additional information about buildings, places, or events that should be part of Madison's story.
- Utilize social media to announce events and engage the public on historic preservation practices, events, policies, and projects.
- Create interactive websites, online articles, exhibits, and tours on the benefits of preservation; and

WHEREAS, the HPPAC unanimously recommended approval of the Plan on December 18, 2019 and forwarded it to the Landmarks Commission; and

WHEREAS, the Landmarks Commission unanimously recommended approval of the Plan on

January 27, 2020, with the recommendation to forward it to the Common Council for introduction.

NOW, THEREFORE BE IT RESOLVED, that the Historic Preservation Plan is hereby adopted as a supplement to the Comprehensive Plan.

BE IT FURTHER RESOLVED, that staff is directed to implement the recommendations contained in the Historic Preservation Plan, including submitting necessary staffing and other expenditure requests in annual Capital and Operating Budgets.

BE IT FINALLY RESOLVED, that the Common Council expresses its appreciation to members of the Historic Preservation Plan Advisory Committee for contributing their time and expertise to this important effort and hereby dissolves the Committee.