MADISON IS GROWING

POPULATION TRENDS AND FORECASTS FOR MADISON AND DANE COUNTY

Dane County

- Low Estimate (DOA Projections)
- 7-Estimate Average
- High Estimate

Population

2000: 233,209
2010: 488,073
2020: 691,941
2030: 746,971
2040: 606,620

+70,000 new residents by 2040

+40,000 new households by 2040
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
COMPREHENSIVE PLAN

6 THEMES

- Land Use + Transportation
- Neighborhoods + Housing
- Culture + Character
- Green + Resilient
- Services + Facilities
- Economy + Opportunity

RELATED PLANS

- Neighborhood Plans
- Neighborhood Development Plans
- Special Area Plans
- Transportation Plans
- CDBG Five Year Plans
- Affordable Housing Studies, Reports, and Programs
- Cultural Plan
- Historic Preservation Plan
- Urban Design Plans
- Sustainability Plan
- Park & Open Space Plan
- Energy Plan
- Solid Waste Plan
- Water and Sewer System Plans
- Long Range Facilities Plan
- Intergovernmental Agreements
- Economic Development Plan
- Tax Increment Financing (TIF) Plans
- Redevelopment Plans
PURPOSE OF THE PLAN

...to identify, celebrate, and preserve the places that represent our collective history.
Historic Preservation Ordinance Ch. 41

Landmarks Commission

182 Landmarks

5 Historic Districts

CURRENT
HISTORIC PRESERVATION PROGRAM
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
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.                10+ years 1929-1939   demolished
Wisconsin Engraving Co.

438 N Lake St.                   20+ years 1919-1939   demolished
Olga K. Haussmann
Home and studio
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.
<table>
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<tr>
<th>Address</th>
<th>Years</th>
<th>Dates</th>
<th>Status</th>
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<tr>
<td>649-653 E. Dayton St.</td>
<td>38+ years</td>
<td>1901-1939</td>
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<td>Douglas Beneficial Hall and</td>
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<tr>
<td>the Thomas House; later the</td>
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<td>Hill Grocery</td>
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<td>647 E. Dayton St.</td>
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<td>114 N. Blount St.</td>
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<td>1923-1939</td>
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<td>Carmichael House</td>
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<td>120 S Pinckney St.</td>
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<td>Williams Barbershop and</td>
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<td>Hairdressing Parlor</td>
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<td>516 E Mifflin St.</td>
<td>20+ years</td>
<td>1919-1939</td>
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<td>Weaver Grocery</td>
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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
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](#)
- [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 with questions or to get involved.
‘Living History’ project pursues stories of people, neighborhoods

DEAR MOSIMAR
dreammahnation.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 archival events and online access to stories, photos and publications.

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

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

“With that particular neighborhood, there is a lot of documentation that has already been done,” he said. “But 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, 954 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 fantastic,” 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.
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?
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?
PLANNING PROCESS

- Fall-Fall 2017-2018: Background Information
- Winter-Spring 2017-2018: Values
- Summer 2018: Goals & Objectives
- Winter 2018: Implementation
- Plan Adoption 2019
The consultant and City staff provide information to the Advisory Committee.

The Advisory Committee provides recommendations to the Landmarks Commission.

The Landmarks Commission is lead.
Let's start designing our future by understanding our past!
Goals & Objectives

PUBLIC MEETINGS
May 3
May 21

ADVISORY COMMITTEE MEETINGS
June 12
June 27

NEXT MEETINGS