



# OVERVIEW OF HISTORIC PRESERVATION PLAN PROCESS



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**Creating Madison's  
first ever plan to  
identify, celebrate,  
and preserve the  
places that  
represent our  
collective history.**



PURPOSE OF THE PROJECT

Landmarks Commission established 1969  
Historic Preservation Ordinance Ch. 41

182 Landmarks  
5 Historic Districts



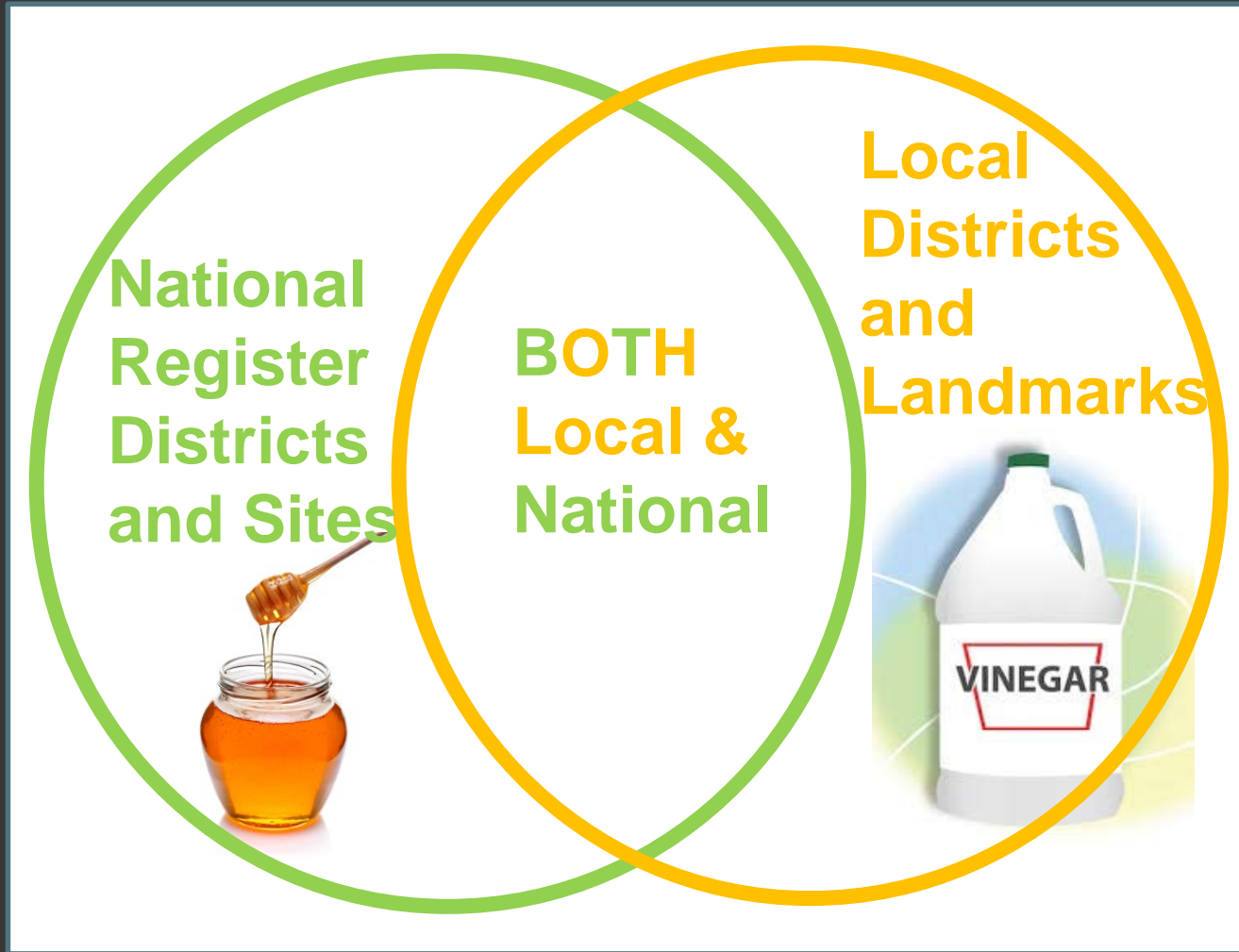
CURRENT HISTORIC PRESERVATION  
PROGRAM

Madison, Wisconsin

-  National Register of Historic Places
-  Local Historic Districts
-  Landmarks

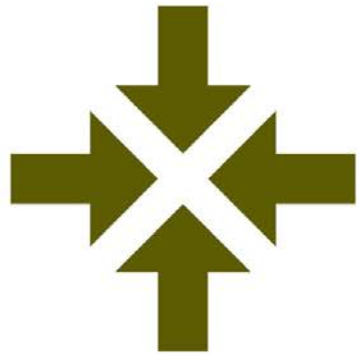
Prepared by the City of Madison Planning Division | September 2012



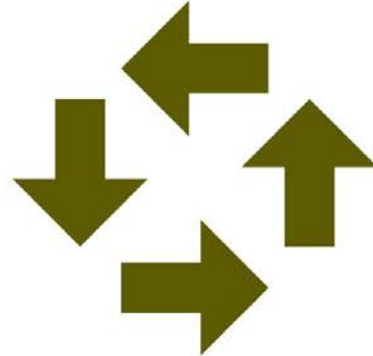


# CURRENT HISTORIC PRESERVATION PROGRAM

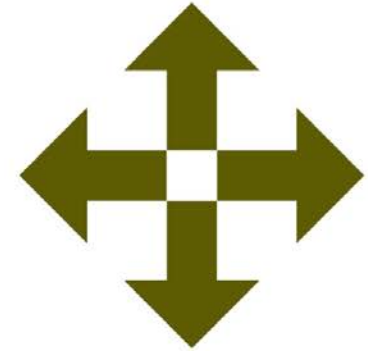




**PRESERVE**



**PROTECT**



**PROMOTE**

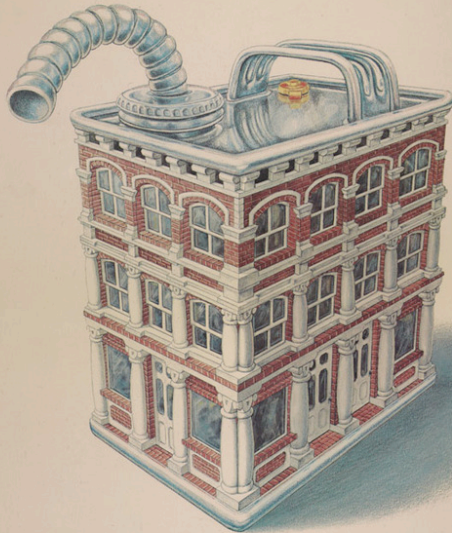
Preservation Alliance of Minnesota

PRINCIPLES AND THEORIES

# PRESERVATION:

## Reusing America's Energy

Preservation Week May 11-17, 1980



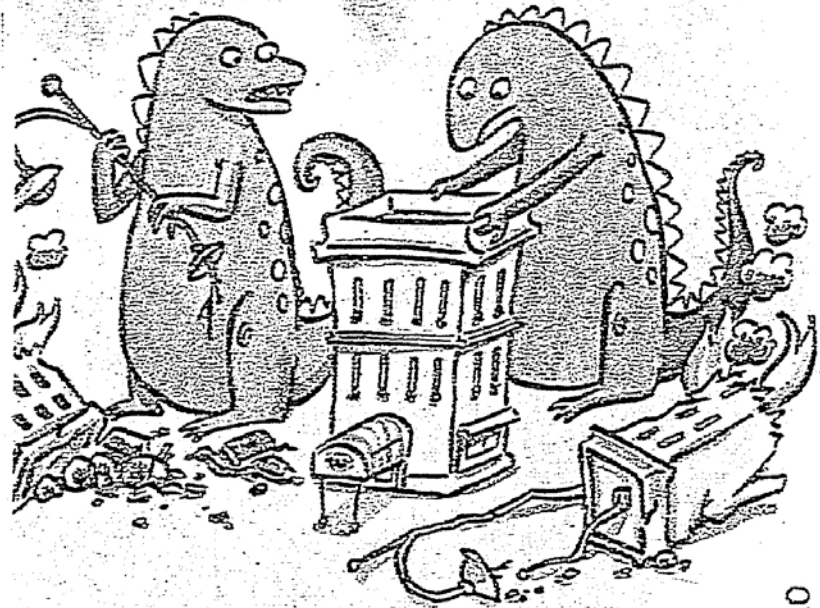
It takes energy to construct a new building.  
It saves energy to preserve an old one.

It takes the energy equivalent of one gallon of gasoline to make, deliver and install eight bricks. Preserving eight old bricks instead of throwing them away and making new ones means that the energy of a gallon of gasoline can be used to meet other needs. Reusing old buildings saves the energy required to demolish and replace them with new buildings. And properly rehabilitated old buildings use no

more energy, on the average, than brand new buildings for operation. Save energy—save a building! Join the National Trust for Historic Preservation and the U.S. Department of Energy in observing Preservation Week 1980. For details, write to Preservation Week, National Trust, 136 Massachusetts Ave., N.W., Washington, D.C. 20005. Or contact your local preservation organization.

NATIONAL TRUST FOR HISTORIC PRESERVATION

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**"Not *that* one—we'll have the  
Historical Society after us."**

RINA PICCOLO

# PRINCIPLES AND THEORIES





“Father,  
I cannot tell a lie”



PRINCIPLES AND THEORIES

“...can one desire too much of a good thing?”

Shakespeare, *As You Like It*



“Too many cooks  
spoil the broth”

Jane Austen,  
*The Watsons*



## PRINCIPLES AND THEORIES

# Sense of Place

Values vary from place to place

What works in Chicago or Milwaukee may not be appropriate for Madison.



## PRINCIPLES AND THEORIES



**Creating Madison's  
first ever plan to  
identify, celebrate,  
and preserve the  
places that  
represent our  
collective history.**



PURPOSE OF THE PROJECT

# **1 Historic Preservation Ordinance Revisions**

- **Revise Historic District Sections**

# **2 The Plan**

- **Discovery of Historic Resources Data**
- **Development of the Historic Preservation Plan**

**TWO PROJECT PARTS**



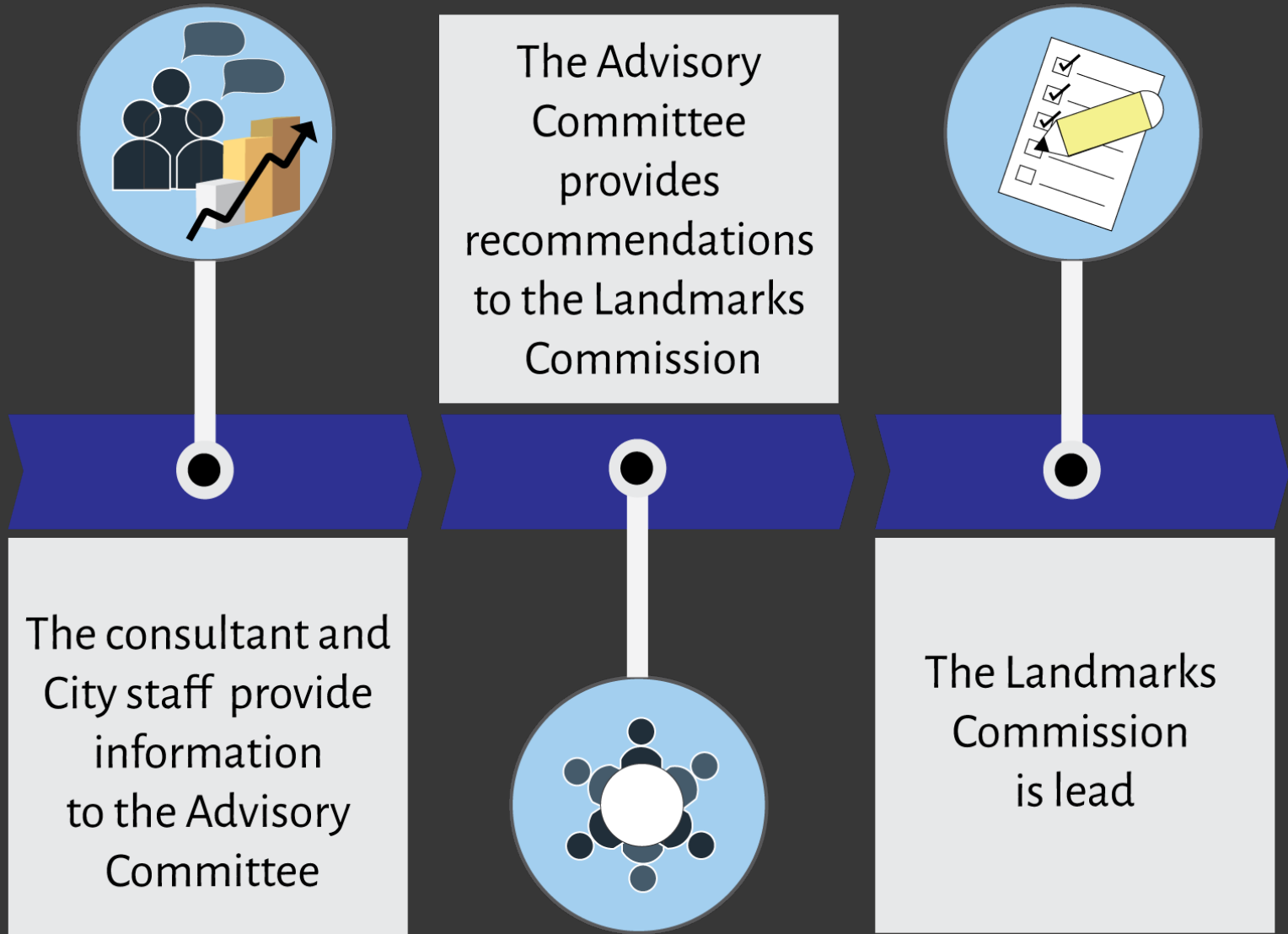
**Where are we?** (Discovery/Values)

**Where do we want to go?**  
(Goals + Objectives)

**What options do we have to  
get there?** (Alternatives/Tools)

**What are our priorities?**  
(Actions/Implementation)

WHAT IS A PLAN?



# THE ADVISORY COMMITTEE



# OVERVIEW OF HISTORIC PRESERVATION PLAN PROCESS DISCUSSION & QUESTIONS



# HISTORIC PRESERVATION PLAN PUBLIC ENGAGEMENT STRATEGY

# 1 Historic Preservation Ordinance Revisions



- Revise Historic District Sections

## 2 The Plan

- Discovery of Historic Resources Data
- Development of the Historic Preservation Plan



# PUBLIC ENGAGEMENT STRATEGY





PRIMARY AUDIENCES AND RESJI

- Provide options to participate a little or a lot
- Be responsive and flexible
- Keep it simple – not academic
- Show trust and respect all perspectives
- Involve stakeholders from the beginning
- Make it personally relevant

## PRINCIPLES

# Messaging needs to focus on:

- What we are doing
- Why people should care
- Why this is important
- How it will be implemented

## MESSAGING

# SUNDAY STATE JOURNAL

## Curiosity takes center stage

Wisconsin Science Festival, Book Festival are scheduled at the same time to create a special experience

SUNDAY BEST, E1

## SUCCESS AGAIN IN DEFENSE'S HANDS

No. 5 UW forces three turnovers in 24-10 road victory over Illinois

SPC

NEWS LOCAL NEWS

## Be Part of Madison's History Nov. 29 at Village on Park

By Angela Puerta - Nov 28, 2017

PARTLY SUNNY TO MOSTLY CLOUDY 45

MADISON'S HISTORY | A BROADER APPROACH



JOHN HART PHOTOS, STATE JOURNAL

Madison is creating its first-ever Historic Preservation Plan, which includes special outreach to underrepresented minority communities and women to bring more attention to places like the former Hill Grocery, left, and Miller House on the 600 block of East Dayton Street. The city landmarks are among the last vestiges of Madison's first African-American community on the Near East Side.

## City offers a voice to the underrepresented

Community outreach driving new effort at historic preservation

DEAN MOSMAN

dmosman@madison.com

So much of Madison's history is buried, unrecognized.

A tiny South Side filled with his friends late night jazz, a sound of owner.

the city's first African-American to compete for mayor in 1969.

election, pointing to a typewriter on a typewriter.

On the East Side, there are blocks of modest, pre-fabricated houses built in the

mid-1940s, many of them once home to veterans and blue-collar workers at the city's once-largest private employer, Oscar Mayer. And on the Near East Side, there's the two-story brick house with white porch on East Gilman

GOV. WALKER | POSITIONING FOR A THIRD TERM

## A More Complete Story

NOVEMBER 16, 2017 BY TONE MADISON



Cookie policy



Tone Madison

Podcast: A more complete story

SOUNDCLOUD



▶ 52



Imagine Madison  
People Powered Planning

**MAYOR'S NEIGHBORHOOD ROUNDTABLE 2017**

[www.cityofmadison.com/historicpreservationplan](http://www.cityofmadison.com/historicpreservationplan)

COMMUNICATION / ADVERTISING





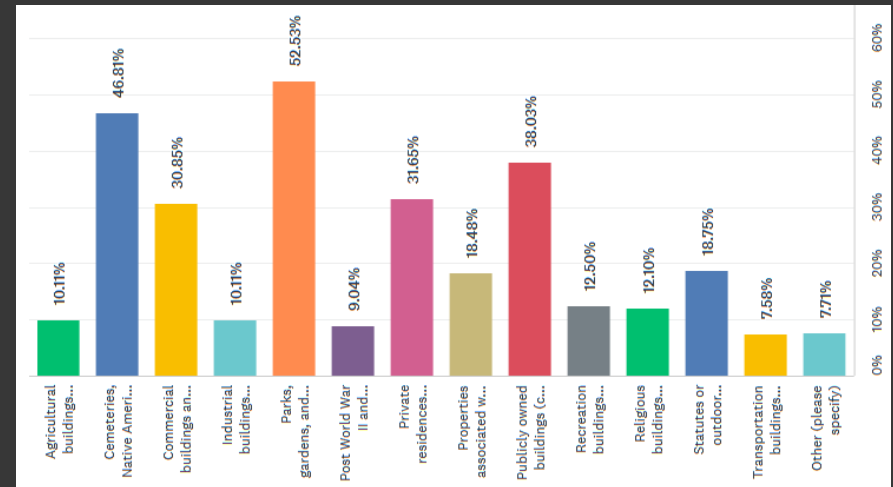


[www.cityofmadison.com/historicpreservationplan](http://www.cityofmadison.com/historicpreservationplan)

Living History Project at  
Madison Public Library

**Events**

ENGAGEMENT





We need your help:

How do we effectively engage  
underrepresented  
communities?

How do we make historic  
preservation more relevant to  
you? To the public?

PUBLIC ENGAGEMENT STRATEGY



# HISTORIC PRESERVATION PLAN PUBLIC ENGAGEMENT STRATEGY DISCUSSION & QUESTIONS



# DISCOVERY OF HISTORIC RESOURCES AND VALUES

## **2 The Plan**

- **Discovery of Historic Resources Data**
- **Development of the Historic Preservation Plan**

**HISTORIC PRESERVATION PLAN**

# Historical data with a focus on underrepresented communities including:

- African American
- First Nation
- Hmong
- Latino / Hispanic
- LGBT+
- Women
- others



## DISCOVERY OF HISTORIC RESOURCES DATA





DISCOVERY OF  
HISTORIC RESOURCES DATA

**Characteristics,  
principles, aspirations  
and moral attributes  
that the community  
cherishes and desires  
related to historic  
preservation.**



**WHAT ARE VALUES?**

# **HISTORIC PRESERVATION ORDINANCE**

**“Accomplish the identification, protection, promotion, preservation, conservation and use of the City’s historic resources...”**

**“Recognize that the City’s historic resources are economic assets that can attract residents and visitors, create jobs, stabilize and improve property values, and stimulate business...”**

## **SOURCES OF VALUES**

## **ADOPTED PLANS**

**Downtown Plan 2013**

**Cultural Plan 2013**

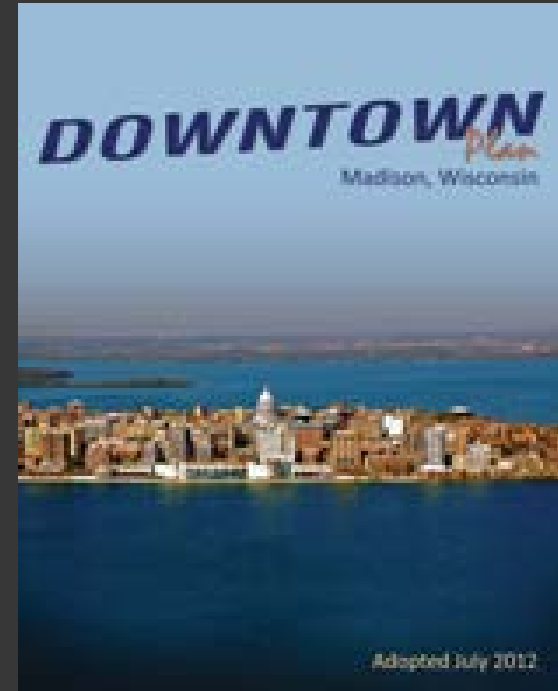
**Sustainability Plan 2011**

**Comprehensive Plan 2006**

**Williamson Street BUILD II 2004**

**Downtown Historic Preservation Plan 1998**

## **SOURCES OF VALUES**



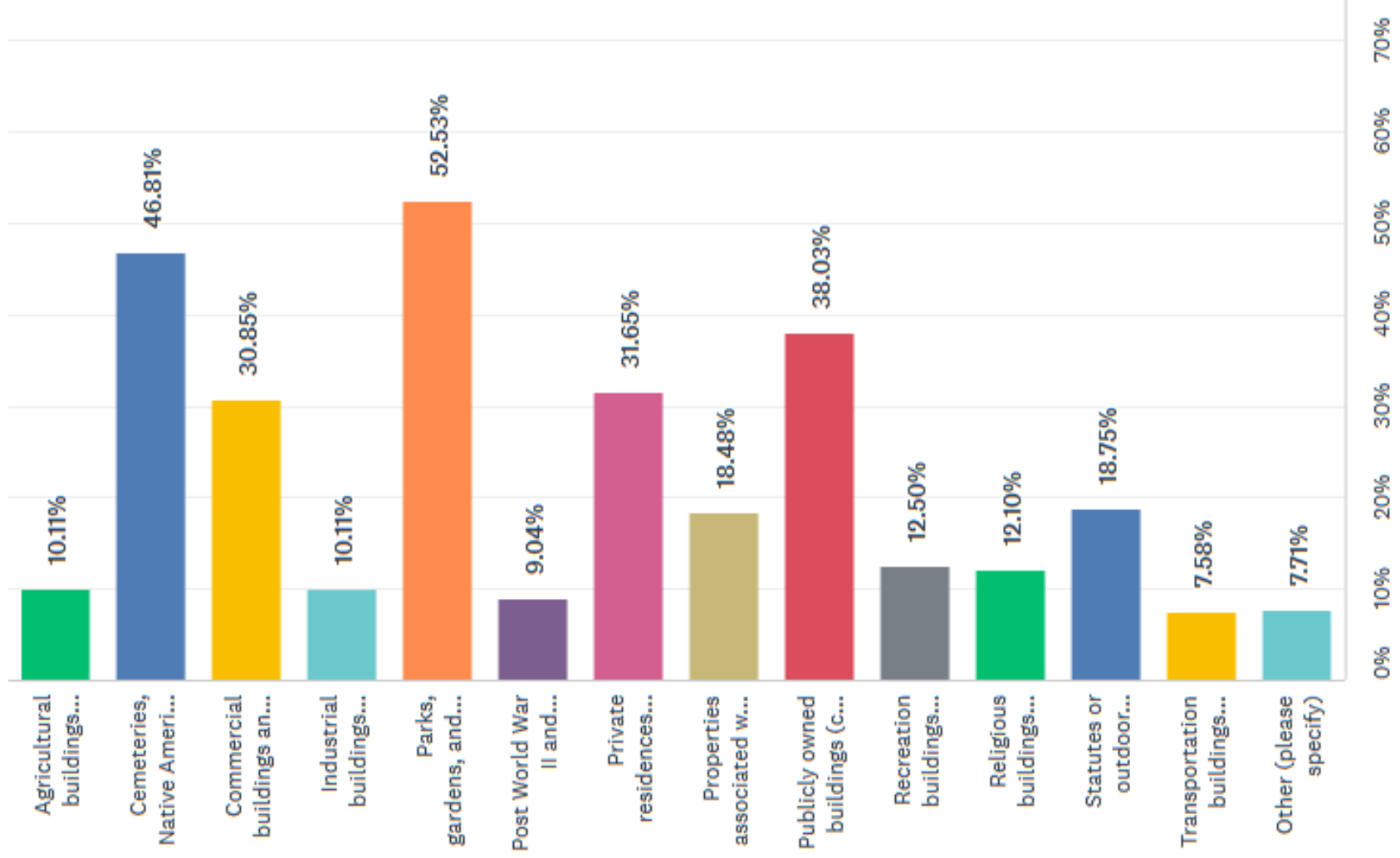




# Education

# SOURCES OF VALUES





# SOURCES OF VALUES

1. ...preserving places that are significant in representing:
  - a. history, events, people, and architecture from all eras of Madison's past,
  - b. histories of underrepresented communities, and
  - c. Madison's unique culture, character, and identity.

MADISON VALUES...

2. ...public awareness and knowledge of::
  - a. Madison's historic places,
  - b. Madison's diverse history, including places that no longer exist, and
  - c. Benefits of historic preservation.

MADISON VALUES...

3. ...new development and investment in historic places that do not negatively impact the context and character of significant historic places.

MADISON VALUES...

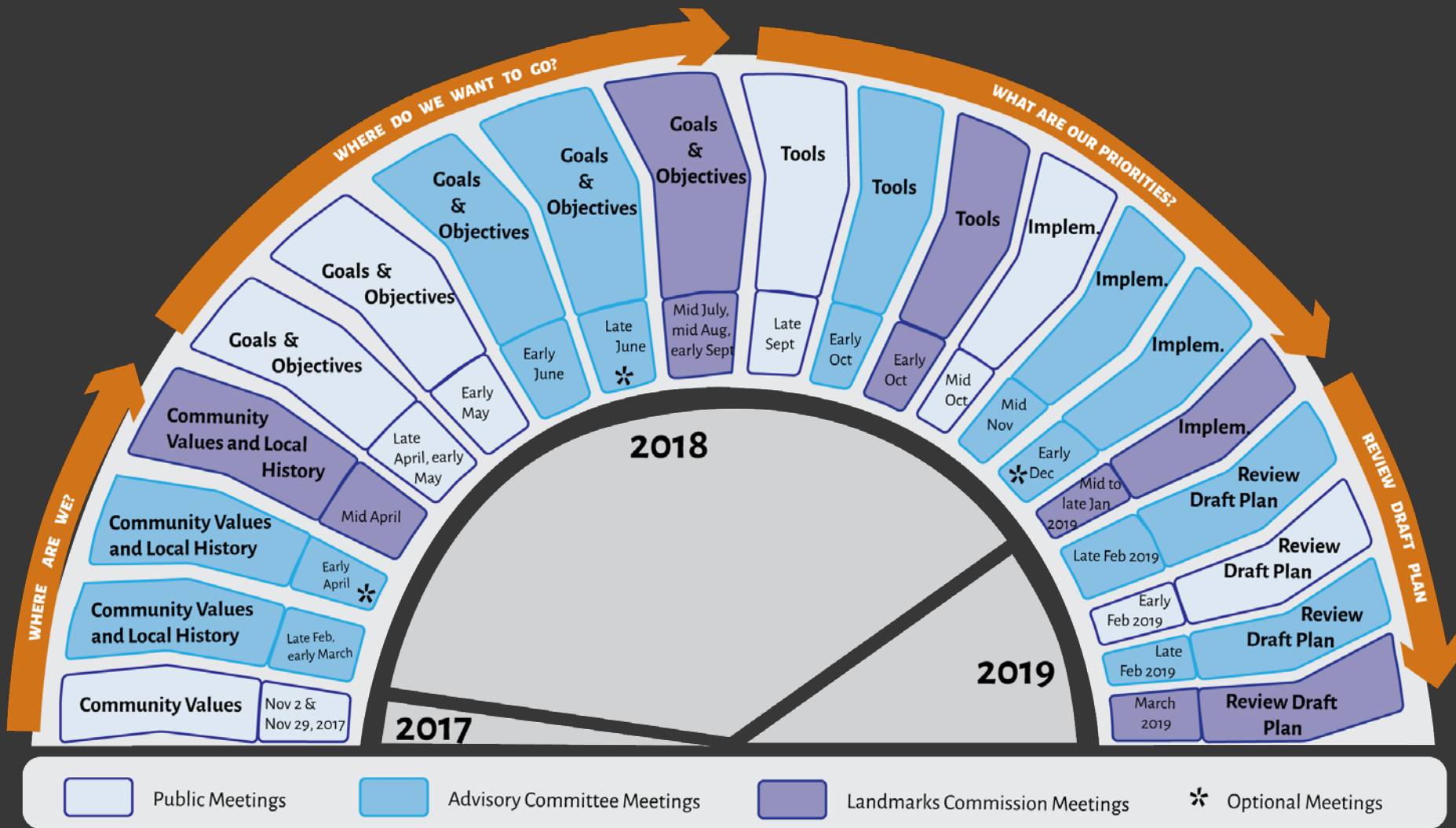
4. ...public historic preservation initiatives with community input.

MADISON VALUES...



# DISCOVERY OF HISTORIC RESOURCES AND VALUES DISCUSSION & QUESTIONS





Let's start designing our future by understanding our past!

# WORK PLAN AND TIMELINE