OVERVIEW OF HISTORIC PRESERVATION PLAN PROCESS
CONSULTANT TEAM

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Creating Madison’s first ever plan to identify, celebrate, and preserve the places that represent our collective history.
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 2017
CURRENT HISTORIC PRESERVATION PROGRAM
PRINCIPLES AND THEORIES

Preservation Alliance of Minnesota
It takes energy to construct a new building.
It saves energy to preserve an old one.

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

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.
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 provides recommendations to the Landmarks Commission.

The consultant and City staff provide information to the Advisory Committee.

The Landmarks Commission is lead.

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
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
Messaging needs to focus on:

- What we are doing
- Why people should care
- Why this is important
- How it will be implemented
Be Part of Madison’s History Nov. 29 at Village on Park

A More Complete Story

City offers a voice to the underrepresented

Mayors Neighborhood Roundtable 2017

COMMUNICATION / ADVERTISING
Living History Project at Madison Public Library

Events

www.cityofmadison.com/historicpreservationplan
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
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
SOURCES OF VALUES

community
future
resources
promising
remodeling
intentional
perspectives
living
wonderful
particular
white
mounds

legacy
past
possible
continuity
prominent
contributes
way

history
architects
top
heritage
documenting
preserving
character
craftsmanship
environment

work
necessary
travel
luxury
tax
mummies
Italian

stories
like
architects
narratives
top
heritage
documenting
preserving
character
craftsmanship
environment

wheel
Other Thoughts & Ideas...

Historic Preservation Project

Sources of Values

- More emphasis on commercial buildings
  - Tracie building and Queenxi hutings
  - Small manufacturers
  - Industrial buildings are part of our heritage too!

- Add more historic districts
  - Re-brand it to show its social history
  - Brand it as what we have left to slow our past
  - Re-use it in environmental fashion

- Stay funky
  - Consider green spaces/open space/links
    - What makes Mission special?
    - Cycling history?
    - Agriculture?
    - Boating?

- Strong protections - more carrots & sticks
  - Conservation overlays in older neighborhoods

- What will give plan "teeth" beyond historic districts
  - To preserve historic sites/buildings?
  - Other new ordinances?
  - Incorporating Historic Plan into COM Plan so it carries same weight as COM Plan for renewal?
  - Policies - what good are they?

- Plan + urban design guidelines need to be uniform and uniform application

- Education

Social history

Stay funky
WHAT TYPES OF RESOURCES ARE IMPORTANT TO YOU?

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.
3. ...new development and investment in historic places that do not negatively impact the context and character of significant historic places.
4. …public historic preservation initiatives with community input.
DISCOVERY OF HISTORIC RESOURCES AND VALUES
DISCUSSION & QUESTIONS
WORK PLAN AND TIMELINE

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