



# HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE JUNE 12, 2018

**...to identify, celebrate,  
and preserve the  
places that represent  
our collective history.**

PURPOSE OF THE PLAN



## Other Thoughts & Ideas... Historic Preservation Project

- ~ More emphasis on commercial buildings
  - (Traverse building a Quonset hut)
  - Small manufacturers
  - Industrial buildings are part of our heritage too!
- ~ Add more historic districts
  - Re-brand H Area, as center of small business rather than just buildings. Buildings are what we have left to show as a part of our history and community.
- ~ Give credit to city historian, historic preservation while planning zoning.
- ~ Consider green spaces/green space/lottery
  - What does history mean?
  - City history?
  - Agriculture?
  - Baiting?

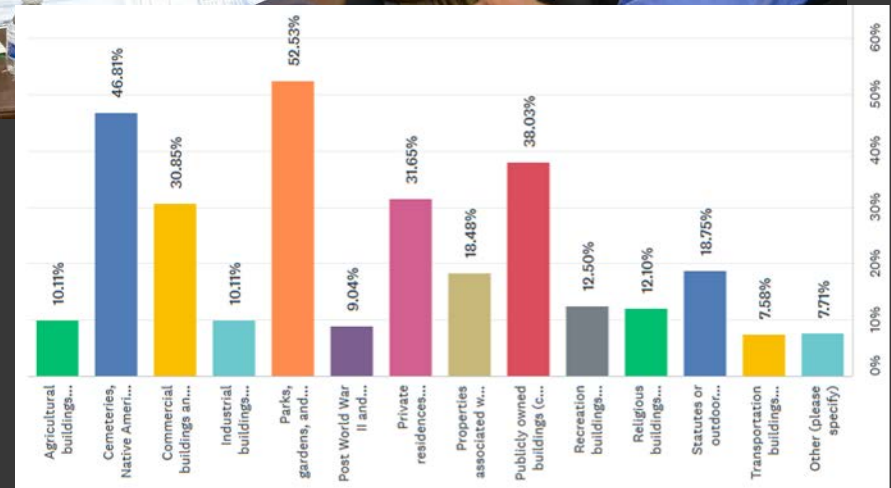
PLAN + URBAN DESIGN GUIDELINES NEED TO BE TAILORER AND COMPLY TO APPLICANTS

Strong Protections - more corridors & sticks

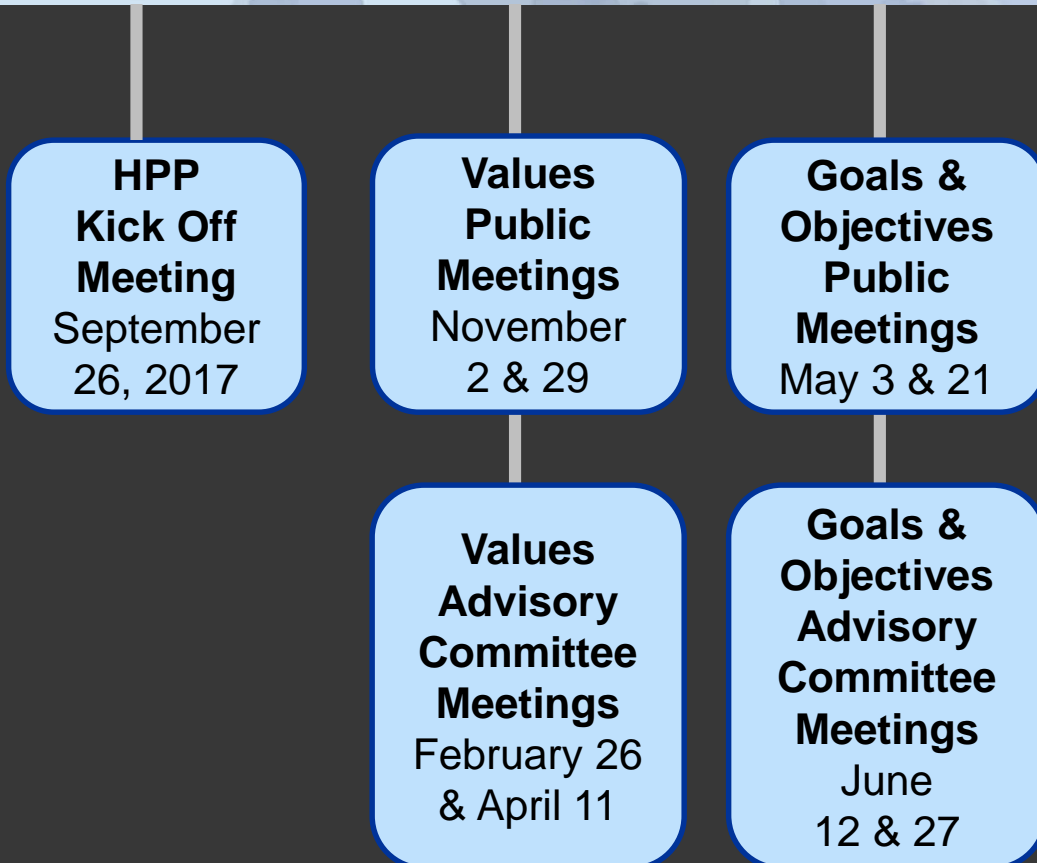
Conservation overlays in older neighborhoods

Streetscape

Education Outreach - Outreach - Outreach in neighborhood



# PLANNING PROCESS



# PLANNING PROCESS

# MADISON 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.
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 and value of historic preservation.
3. new development and investment in historic places that complements the context and character of significant historic places.
4. public historic preservation initiatives with community input.

## PROCESS TO DATE

**Goal** – overarching statement of intent to guide preservation-based decisions.

**Objective** – more specific intent/objective statement to guide preservation decisions and activities.

GOALS & OBJECTIVES

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

# 1. Promote historic preservation in Madison.

- Promote cultural tourism and civic pride by sharing Madison's unique culture and character through an inclusive process
- Celebrate social history along with buildings and places
- Share stories of places that have been lost while also looking forward
- Promote best practices in historic preservation within civic buildings

## 2. Preserve places that represent significant historic architecture, events and people.

- Represent Madison's diversity through storytelling
- Ensure good stewardship of historic buildings
- Preserve historic buildings that are deteriorated or threatened by demolition
- Promote adaptive reuse of historic structures with incentives and programs

### 3. Promote historic preservation as part of economic development.

- Promote economic growth by balancing new development, density, and mix of uses with preservation
- Allocate public funding for private historic preservation projects
- Identify new incentives and financial resources
- Measure neighborhood value impact from historic preservation projects

## 4. Coordinate municipal policies to protect historic resources.

- Coordinate efforts and regulations between city plans, policies, and departments
- Facilitate and coordinate preservation efforts with other agencies – Federal, State, County, local schools, neighborhoods
- Review regulations to ensure clear and predictable processes
- Evaluate how regulations should be applied in different districts and to different building types
- Facilitate preservation efforts by enforcing and streamlining existing historic district regulations

## 5. Engage the community in determining ongoing preservation priorities.

- Engage the community at local events to gather input about historic preservation
- Solicit ideas and stories from the public through a variety of methods and techniques
- Ensure an inclusive engagement process

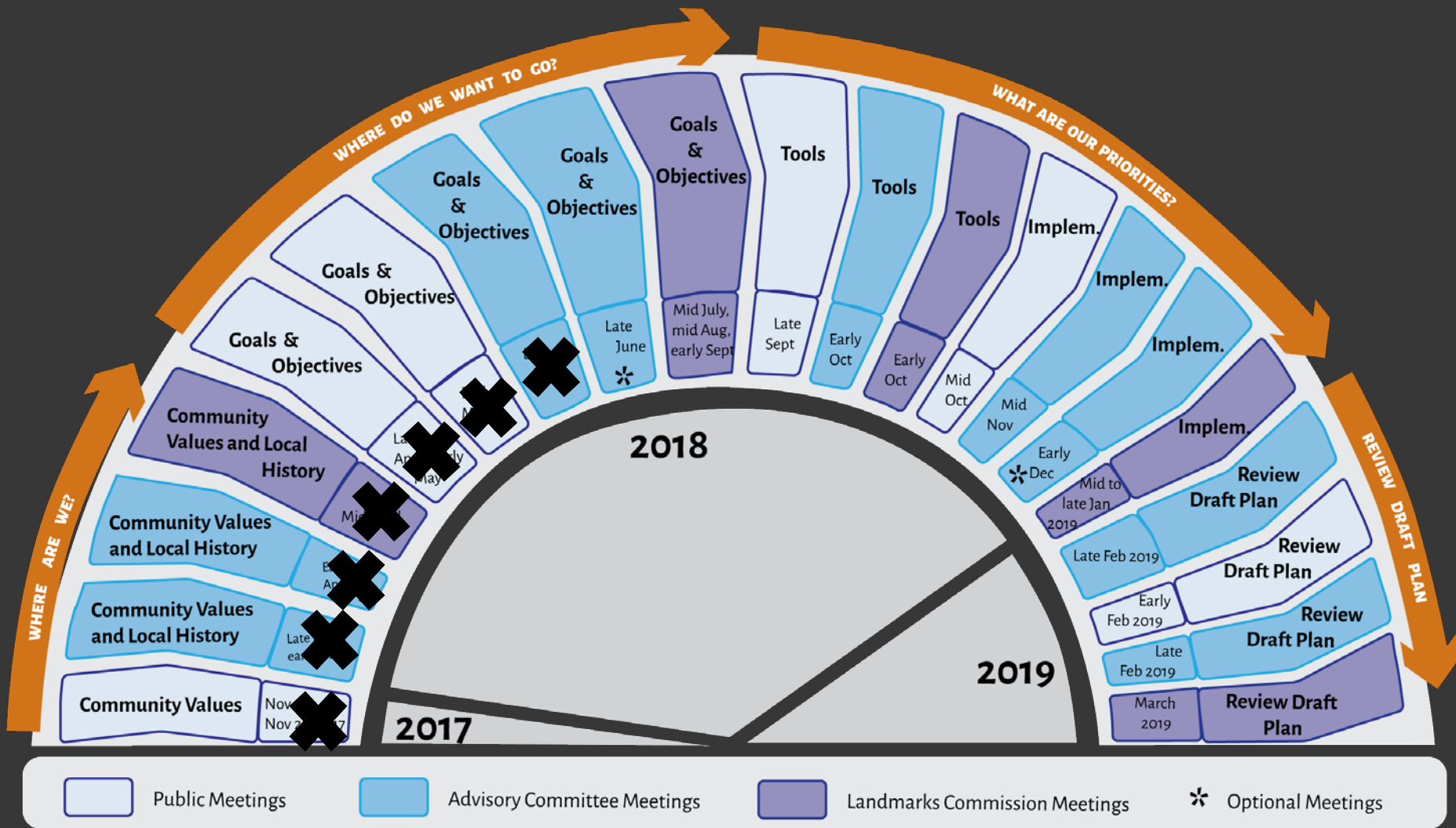
## 6. Educate the public about Madison's history and the value and benefits of historic preservation.

- Educate visitors and residents of all ages about Madison's history
- Inform the public and property owners about historic preservation benefits, techniques, and efforts
- Recognize and publicize successful preservation projects

# WHAT IS MISSING??



GOALS & OBJECTIVES



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

# WORK PLAN AND TIMELINE

**How does  
Madison  
GO BEYOND  
the typical plan?**

HISTORIC PRESERVATION BIG IDEAS



# HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE