



CITY OF MADISON HISTORIC PRESERVATION PROJECT

- 1. Introductions**
- 2. Overview of the Project & Process**
- 3. Discussion of Discoveries**
- 4. Breakout Conversations**
- 5. Group Report Outs**
- 6. Conclusion**

AGENDA



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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

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

Historical data with a focus on underrepresented communities including:

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



DISCOVERY OF HISTORIC RESOURCES DATA



HISTORIC PRESERVATION PLAN

Where are we? (Discovery/Values)

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

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

What are our priorities? (Actions)

WHAT IS A PLAN?



WHAT IS A PLAN?

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

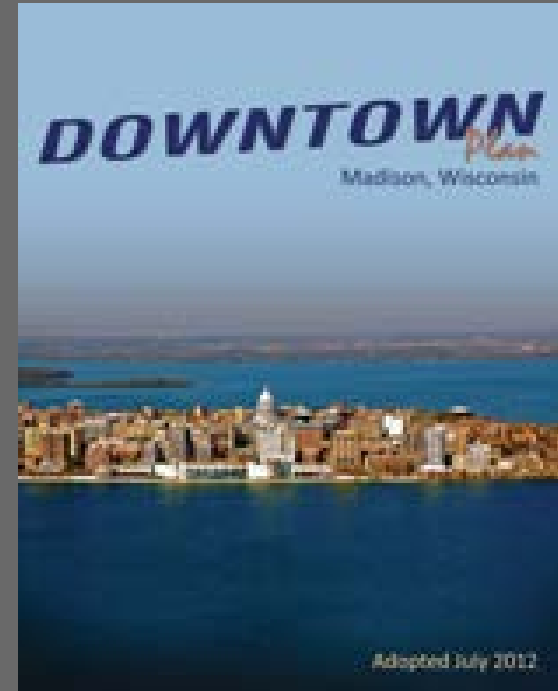
Sustainability Plan 2011

Comprehensive Plan 2006

Williamson Street BUILD II 2004

Downtown Historic Preservation Plan 1998

SOURCES OF VALUES





SOURCES OF VALUES

Other Thoughts & Ideas...

Historic Preservation Project

~ More emphasis on commercial buildings

- (Trachte building + Quonset huts)
- Small manufacturers
- Industrial buildings are part of our heritage too!

~ Add more historic districts

Re-brand H Prez as ~~rep~~ representation of social history rather than just buildings. Buildings are what we have left to show us our past.
Make it case like Environmental Preservation.

~ Fix contradictions in city ordinances. Historic preservation should preempt zoning.

- Consider green spaces/open space/lakes
 - What makes Madison Special?
 - Cycling history?
 - Agriculture?
 - Boating?

1800s Frame House, the two-story wooden structure shown here was the last one built in the city. It is the only one of its kind in the city.

Some of the most important buildings in the city are the ones that are the most ordinary. They are the ones that are the most ordinary.

LOCAL DESIGNATION OF EXISTING NR DISTRICTS IN MADISON - LE WARDEN NR DISTRICT

What is going to be the focus of the project? What are the goals? What are the objectives? What are the outcomes?

Parks & Open Space Takes.

Education on what can/can't be done - a lot of misconceptions.

Vernacular not just large houses.

Building that have been built but not recognized as historic.

Walking tour phone app?

Re-brand to emphasize Social history

- We need to make Sherman Avenue Hist. District a local Hist. District + 4th ridge

- WHAT WILL GIVE PLAN "TEETH" BEYOND HIST. DISTRICTS TO PRESERVE HISTORIC SITES? BUILDINGS?

- OTHER NEW ORDINANCES?

- INCORPORATING HIST. PLAN INTO COMP PLAN SO IT CARRIES SAME WEIGHT AS COMP PLAN FOR ZONING?

- POLICIES - WHAT GOOD ARE THEY?

PLAN + URBAN DESIGN COMMISSIONS NEED TO BE TOUCHED AND BE COMPLIANT TO APPLICANTS

Strong protections - more carrots & sticks

Conservation overlays in older n'hoods

Streetscape signage, tours, lights

CONCERN ABOUT SPONTANEOUS KEEPING IT FUNNY!

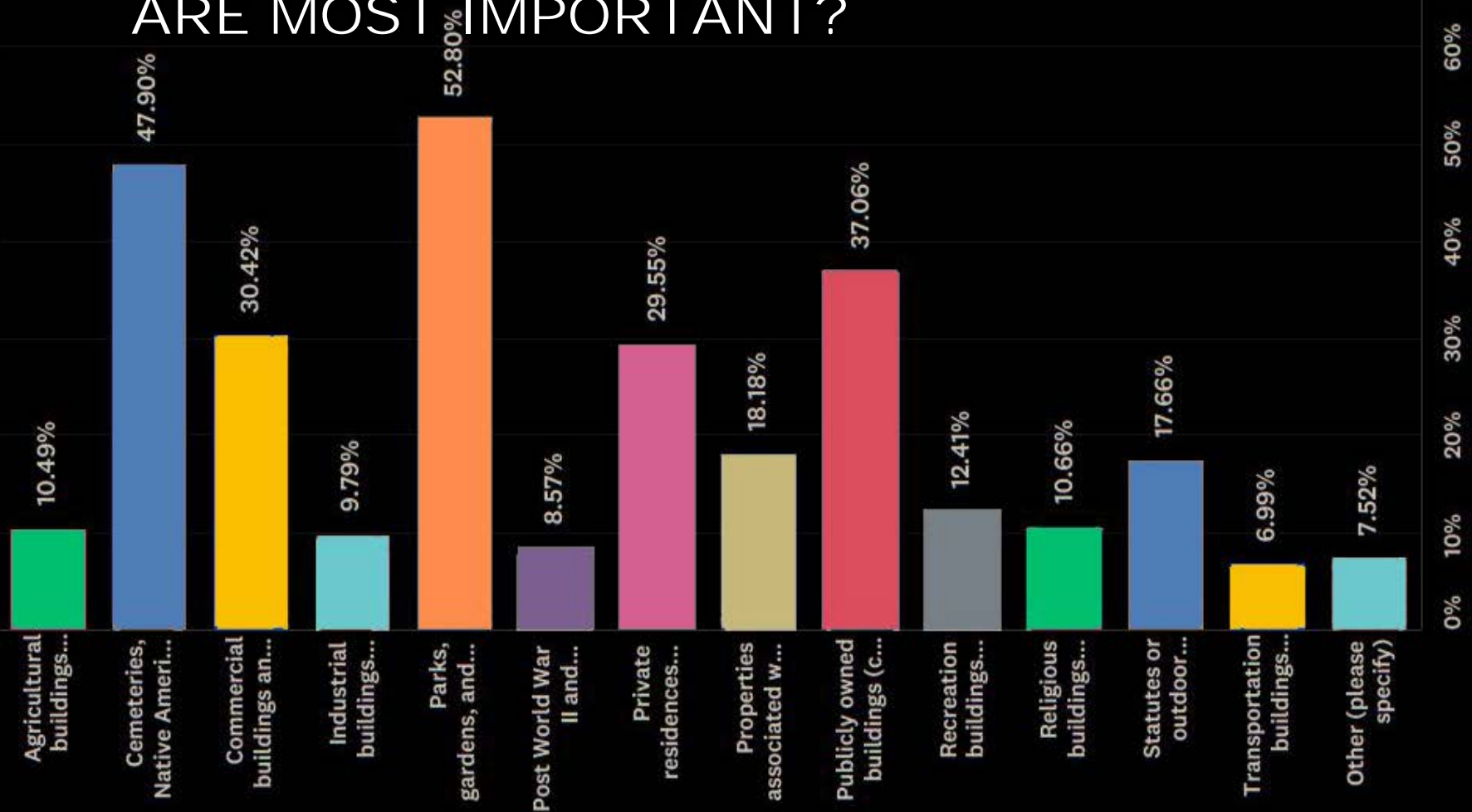
Include maps, history by LG, on and around + process + strategy education

Education Contractor Resources in central place

How will the University be involved? It's at all? In the planning process? The university influences a lot in Madison and sets the tone in many cases related to West-ones & development

SOURCES OF VALUES

WHICH TYPES OF HISTORIC RESOURCES ARE MOST IMPORTANT?



SOURCES OF VALUES

- **Bayview /Brittingham Park**
First place of residency for Hmong immigrants
- **Annie Stewart fountain**
Public Art / Park and Pleasure Drive
- **Eken Park houses**
Post WWII housing and development history
- **Frank Lloyd Wright**
Influence is unique to Madison area



EXAMPLES OF VALUES

- Not every building is historic
- Existing buildings should be maintained and reused
- Historic buildings should tell a story
- Significant places provide connection to ethnic culture and heritage

EXAMPLES OF VALUES

Things to think about:

What places do you want to preserve for future generations?

Where do you go to feel connected to the community?

Where do you take visitors in Madison?

What places did your parents and grandparents value?

What places are reflective of your culture?

Anything else you want to tell us?

Start here
WHAT & WHY???

What is most important in preserving the places that reflect Madison's history?

- They allow the histories and cultures of all communities in Madison to be known and celebrated.
- They make Madison different from anywhere else in the world.
- They are important to neighborhood identity and stability.
- That new infill and redevelopment projects be compatible with these places.
- They form the basis for cultural tourism.
- That future generations will feel connected to Madison and its past.
- They support Madison's sustainability goals.
- That they support new investment in surrounding properties.
- That a variety of building types representing different periods in Madison's history be preserved.
- That it should be coordinated with new development to accommodate the City's projected growth.

Preliminary
Value
Statements

Public Engagement - We need your help!

How do we effectively engage underrepresented communities?

How do we make historic preservation more relevant to more people?



BREAKOUT CONVERSATIONS

What is most important in preserving the places that reflect Madison's history and **why**?

(20 minutes)

Use the questions at the top of the placemat to get the conversation started.

BREAKOUT CONVERSATIONS

**With the information from
your WHAT & WHY
conversation, develop
value statements.**

(20 minutes)

**Use the preliminary statements in the
middle of the placemat as examples
to develop or revise value statements.**

BREAKOUT CONVERSATIONS



BREAKOUT CONVERSATIONS GROUP REPORT OUT

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, B1

SUCCESS AGAIN IN DEFENSE'S HANDS

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

SPORTS, B1

PARTLY SUNNY TO MOSTLY CLOUDY 45 • 35 FORECAST, C14

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 MOSHMAN
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So much of Madison's culturally diverse history is uncelebrated, unrecognized, unnoticed. A tiny South Side bar was once filled with his friends and guests, late night jazz, and often, the sound of owner Eugene Parks, the city's first African-American to compete for mayor in the general election, pounding against injustice on a typewriter.

On the East Side, there are blocks of modest, partially 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 West Side, there's the venerable Greek Revival white wooden house that was the home of the first African-American mayor, Alvin Redkey.

Although the city has 182 landmarks and five historic districts, it's only now beginning a process to create its first-ever Historic Preservation Plan. The effort features outreach to historically



Holy Redeemer Catholic Church, 128 W. Johnson St., dates to 1869 and was the first Catholic church for German-speaking people in Madison. The site gained a new historic context in the 1980s and 1990s as a center for Latinos migrating to Madison.

Please see HISTORY, Page A8

NEWS LOCAL NEWS

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

By Angela Puerta - Nov 28, 2017

POSITIONING FOR A THIRD TERM

Second term split between two acts

Governor is expected to begin another run next Sunday

MATTHEW DEFOUR
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Gov. Scott Walker's second term so far can be split into two distinct acts.

In the first act, after winning re-election by the same six-point margin as in 2010, his job approval rating in the Marquette Law School Poll plummeted as a hill-fated presiding passing a budget verity of Wis funding by \$250. In the second, approval rating re-focused on traveling the state and passed a budget with record spending and K-12 funding levels.

"Coming back to Wisconsin after the presidential election was almost a near-death experience," said UW-Milwaukee political science professor Mordecai Lee. "Day after day, issue after issue, he's clawed his way back into political viability."

Next Sunday, Walker begins a third act as he launches a re-election campaign. He has a strong lead of Democratic challenger, and there is some support for him. Walker is leading a pack of an NBC News pollist in August found just 40 percent of voters had a favorable view of Walker and a Democratic-leaning Public Policy Polling survey last week found only 43 percent approved of his job performance.

As I look at his second term, I think Wisconsin families are questioning whose side he's on and if they can trust him," said Senate Minority Leader Jennifer

Please see WALKER, Page A4

tone

Living History Project at Madison Public Library

El Debate
¡DONDE SÍ LA MUEVES!

La Movida
AHORA EN FM 94.5 & 1480

**We need your help –
Please provide comments**

**How do we effectively engage
underrepresented communities?**

**How do we make historic
preservation more relevant to you?**

PUBLIC ENGAGEMENT



THANK YOU FOR PARTICIPATING

www.cityofmadison.com/historicpreservationplan

Online survey closes December 8, 2017