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
CONSULTANT TEAM

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OWNER
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
What is a 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
Other Thoughts & Ideas...

Historic Preservation Project

~ More emphasis on commercial buildings
  - Trackie building & Quonset huts
  - Small manufacturers
  - Industrial buildings are part of our heritage too!

~ Add more historic districts
  - Re-brand H Potez as a symbol of social history
    rather than just buildings. Buildings are what we
    have left to show our past.
  - Need to be more environmentally friendly.

~ Fishev in city planning. Historic preservation
  shall prevent going.

~ Consider green spaces/green space/places
  - What makes Madison Square?
  - Cycling history?
  - Agriculture?
  - Beauty?

~ Maps & resource takes.

~ What will give plan teeth? Beyond historic districts
  to preserve historic sites/buildings?

~ Other new ordinances?
~ Incorporating hist. plan into comp. plan so it
  carries same weight as comp plan for rezoning?

~ Policies - what good are they?

Plan + urban design commissions need to be tougher and
  more complaint to applicants

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

SOURCES OF VALUES
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WHICH TYPES OF HISTORIC RESOURCES ARE MOST IMPORTANT?
• 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
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
**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?

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**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.

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**Public Engagement - We need your help!**

How do we effectively engage underrepresented communities?

How do we make historic preservation more relevant to more people?
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.
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
Be Part of Madison’s History Nov. 29 at Village on Park

By Angela Puente • Nov 28, 2017

Living History Project at Madison Public Library

City offers a voice to the underrepresented

PUBLIC ENGAGEMENT
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