CITY OF MADISON
HISTORIC PRESERVATION
PROJECT
Creating Madison’s first plan to identify, celebrate, and preserve the places that represent our collective history.

PURPOSE OF THE PROJECT
WHY IS HISTORIC PRESERVATION IMPORTANT?
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)
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
• 1931  First Preservation Ordinance in US
• 1967  First Preservation Ordinance in Wisconsin
• 1970  First Preservation Ordinance in Madison
• 2015  Major Ordinance Revisions (LORC)

HISTORIC PRESERVATION ORDINANCE REVISIONS
Landmarks

- 182 individual sites

Historic Districts

- Mansion Hill (designated 1970)
- Third Lake Ridge (designated 1978)
- University Heights (designated 1985)
- Marquette Bungalows (designated 1994)
- First Settlement (designated 2001)
THIRD LAKE RIDGE
MARQUETTE BUNGALOWS
MARQUETTE BUNGALOWS
FIRST SETTLEMENT
FIRST SETTLEMENT
Standards are a series of concepts about maintaining, repairing, and replacing historic materials, as well as designing new additions or making alterations in order to retain the historic character of the resource.

WHAT ARE STANDARDS FOR REVIEW?
• Building Height and Scale
• Proportion of front façade and openings
• Rhythm of solids to voids in front facades
• Rhythm of spacing and buildings on streets
• Rhythm of entrance porch and other projections
• Relationship of materials, texture, and color
• Roof shape
• Landscaping

WHAT ARE STANDARDS FOR REVIEW?
• Create equal standards across all districts

• Incorporate current industry practices

• Make ordinance easier to understand

WHY REVISE STANDARDS FOR REVIEW?
ORDINANCE REVISION PROCESS

- **Fall-Winter 2017**
  Analyze Existing Ordinances

- **Spring 2018**
  Propose Alternate Standards

- **Summer 2018**
  Refine Standards

- **Fall-Winter 2018**
  Adoption
Public Meetings
15 meetings (3 meetings in each district)

• Gather input from district property owners, commission members, and City residents
• Identify ordinance successes and challenges
• Inform revisions to be made to the ordinance.

ORDINANCE REVISION PROCESS
NEXT STEPS
HISTORIC PRESERVATION PLAN
Creating Madison’s first ever plan to identify, celebrate, and preserve the places that represent our collective history.
Information is vital to make informed decisions
- Accurate and up-to-date
- Include all neighborhoods of the city
- Include all members of the community

So we can answer the questions:
- Which properties are historic?
- Which historic resources are important?
- Which historic resources are worth preserving?

DISCOVERY OF HISTORIC RESOURCES DATA
Historical data with a focus on underrepresented communities including:

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

DISCOVERY OF HISTORIC RESOURCES DATA
• Conduct research at local institutions
• Engage community organizations
• Discover information provided by community members
• Identify properties associated with the history of each community
• Evaluate properties (survey)

DISCOVERY OF HISTORIC RESOURCES DATA
Possible Historical Themes:

- Agriculture
- Architecture
- Art and literature
- Commerce
- Education
- Entertainment & Recreation
- Government
- Industry
- Planning & Landscape Architecture
- Religion
- Settlement
- Social & Political Movements
- Transportation

DISCOVERY OF HISTORIC RESOURCES DATA
- Historic Resource Data Discovery
- Community Values
- Goals & Objectives
- Implementation Strategy
- Citywide Future Survey Strategy

HISTORIC PRESERVATION PLAN
Data Discovery & Community Values (Where are we?)

• Public Input meetings Fall / Winter 2017

• Discuss importance of historic preservation

HISTORIC PRESERVATION PLAN
SAVE THE DATE
Please join us to discuss:
Community Values
November 2, 2017
Location to be determined

HISTORIC PRESERVATION PLAN
PUBLIC ENGAGEMENT
PRINCIPLES

• Connect on a personal level – make it relevant
• Actively engage underrepresented communities
• Strengthen existing groups and networks
• Provide options to participate a little or a lot
• Explain how input will be used
• Be responsive and flexible
• Keep it simple – not academic
• Ask people what they need and how they want to participate
We need your help –

How do we effectively engage underrepresented communities?

How do we make historic preservation matter more to you?

PUBLIC ENGAGEMENT
BREAKOUT CONVERSATIONS
THANK YOU FOR PARTICIPATING

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