



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)

PLAN PROCESS

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



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HISTORIC PRESERVATION ORDINANCE

- 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

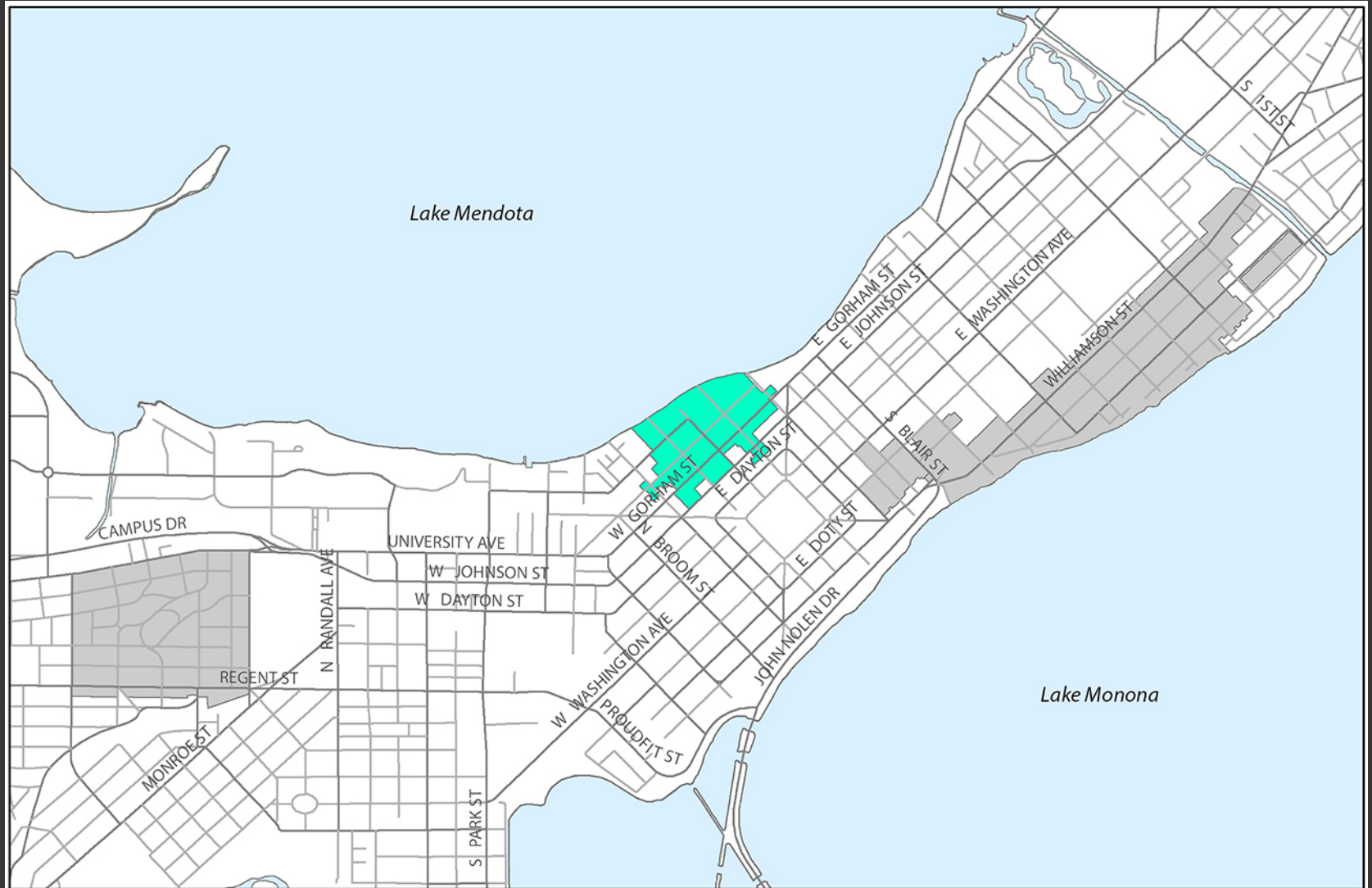
Historic Districts

- Mansion Hill (designated 1970)
- Third Lake Ridge (designated 1978)
- University Heights (designated 1985)
- Marquette Bungalows (designated 1994)
- First Settlement (designated 2001)



HISTORIC RESOURCES

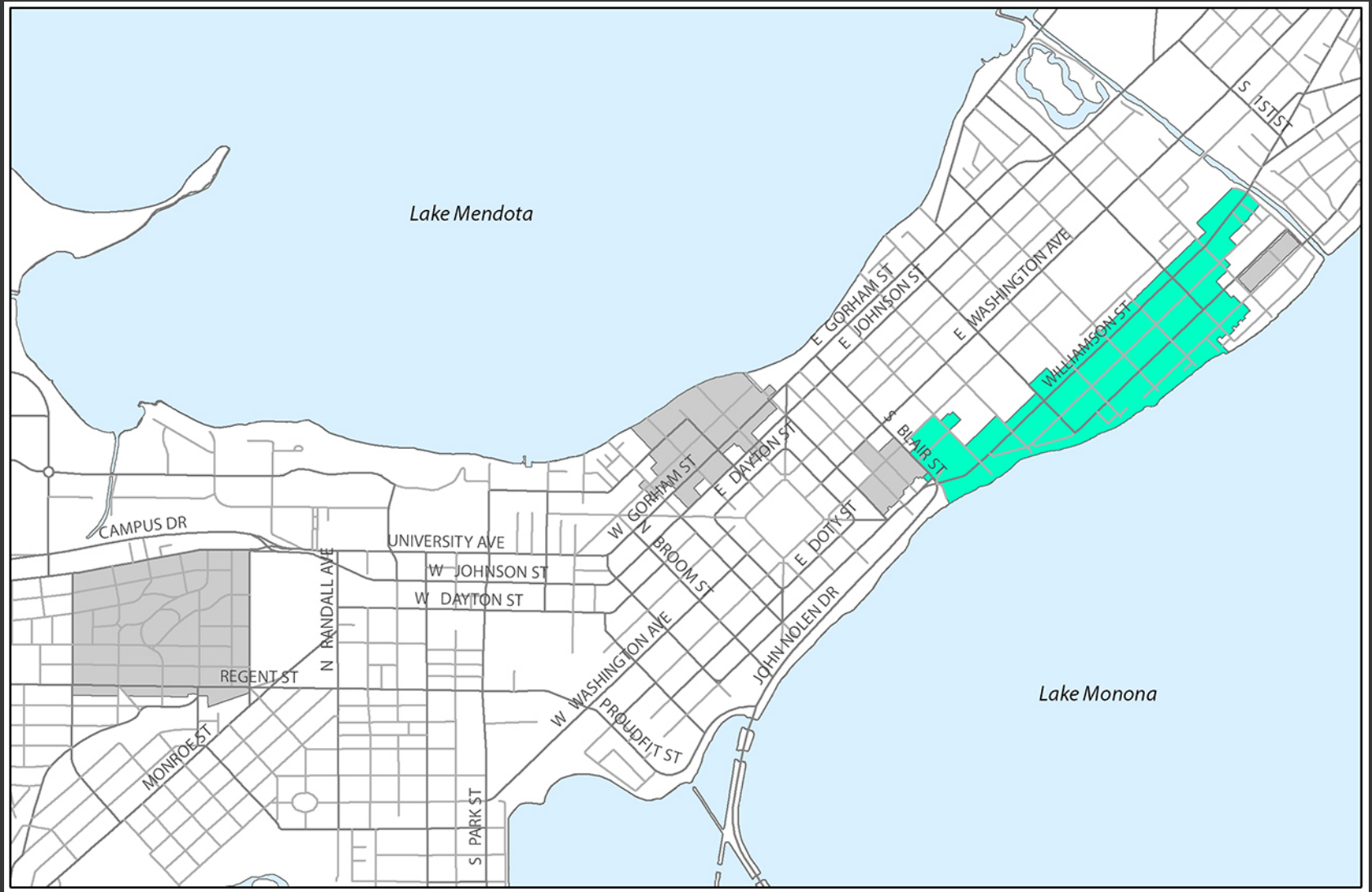
MANSION HILL



MANSION HILL



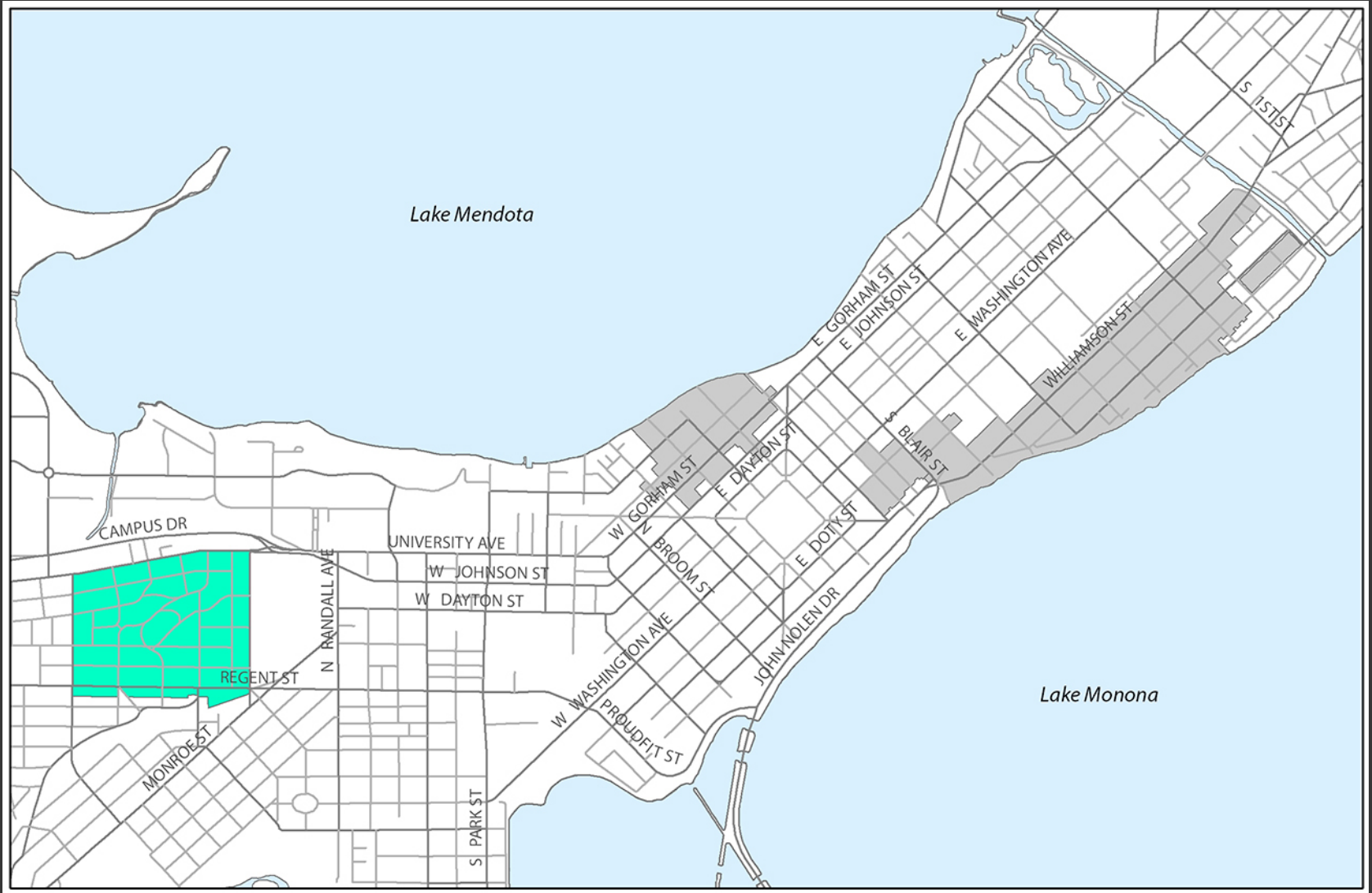
THIRD LAKE RIDGE



THIRD LAKE RIDGE



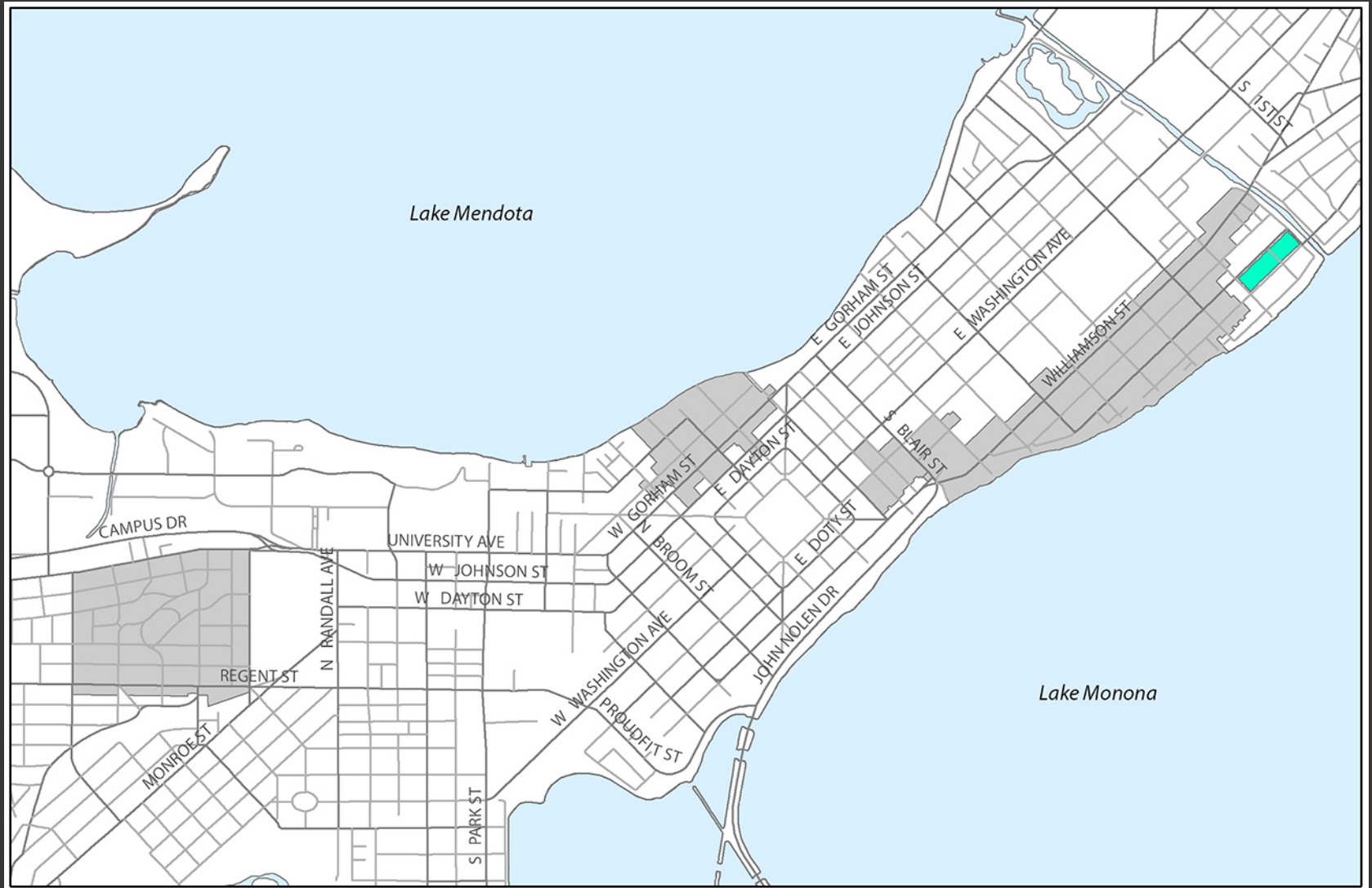
UNIVERSITY HEIGHTS



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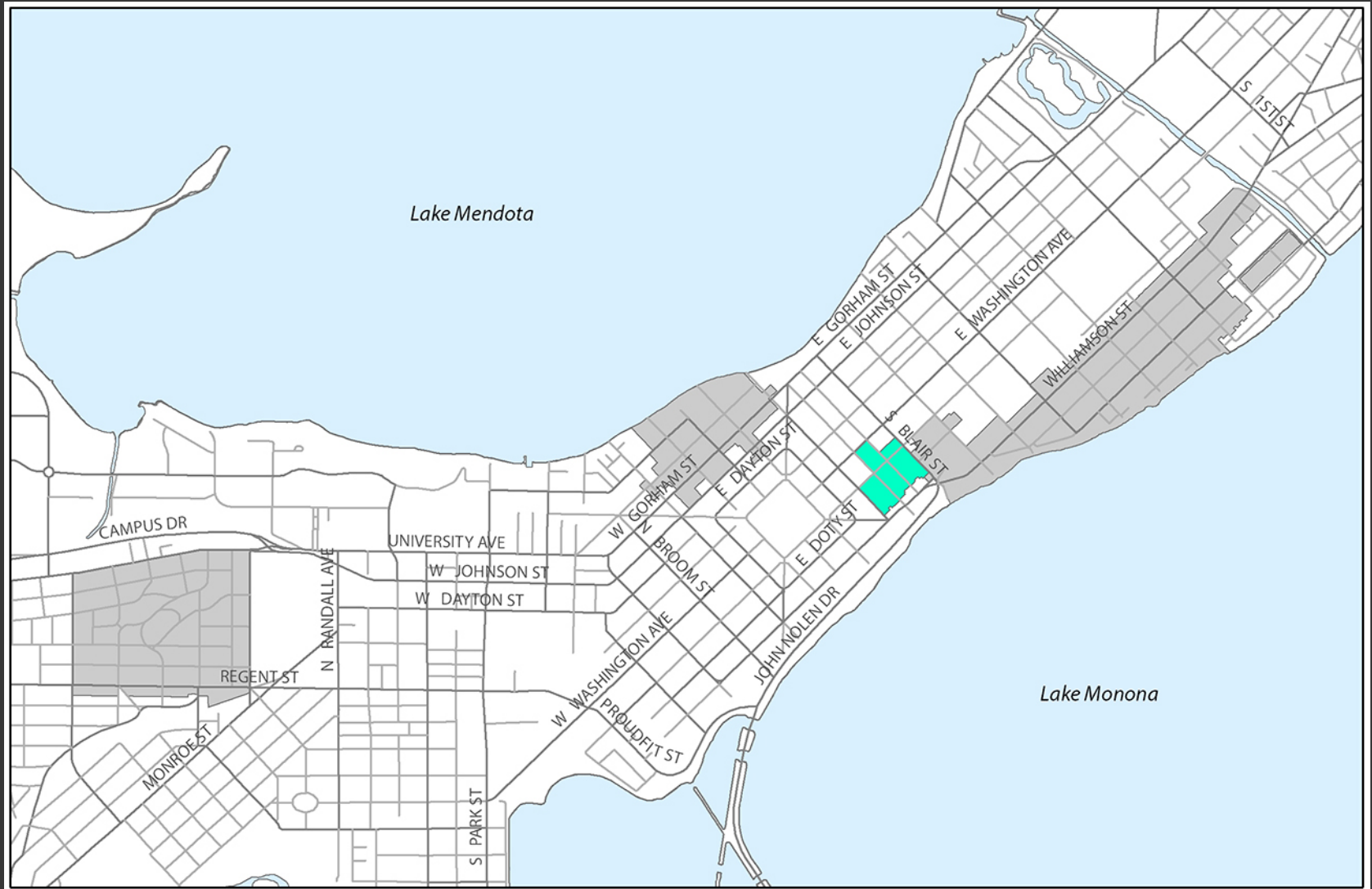
MARQUETTE BUNGALOWS



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.

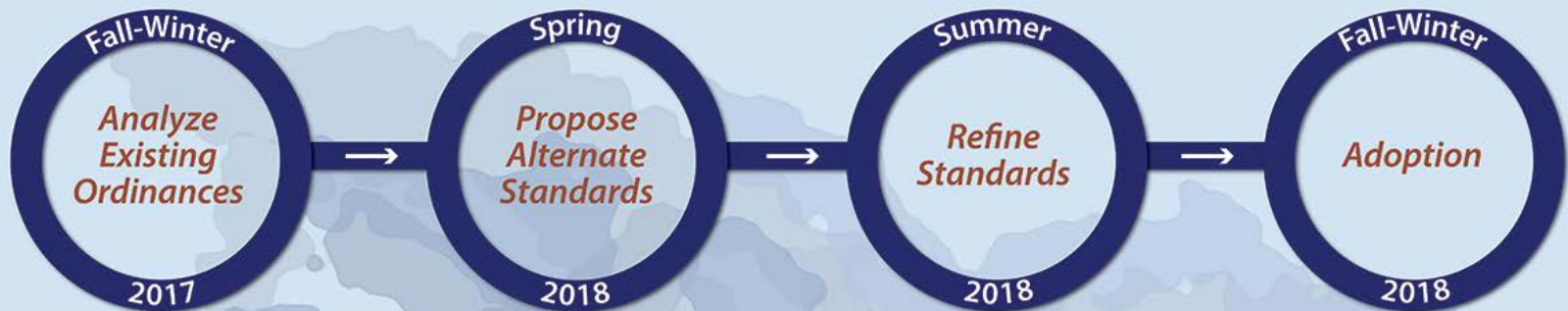
WHAT ARE
STANDARDS FOR REVIEW?

- 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

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.**



PURPOSE OF THE PLAN

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

- 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

PUBLIC ENGAGEMENT PRINCIPLES

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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