CITY OF MADISON
HISTORIC PRESERVATION PROJECT
PLEASE JOIN US

November 29, 2017 at 6:00 PM
The Village on Park
2300 S Park Street

www.cityofmadison.com/historicpreservationplan

HISTORIC PRESERVATION PLAN
AGENDA

1. Introductions
2. Overview of the Project & Process
3. Discussion of Discoveries
4. Breakout Conversations
5. Group Report Outs
6. Conclusion
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.
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
HISTORIC PRESERVATION PLAN
Historical data with a focus on underrepresented communities including:

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

**DISCOVERY OF HISTORIC RESOURCES DATA**
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 ARE VALUES?

Characteristics, principles, aspirations and moral attributes that the community cherishes and desires related to historic preservation.
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
  - Trackside building + Quonset huts
  - Small manufacturers
  - Industrial buildings are part of our heritage too!

- Add more historic districts
  - Re-brand 1Pac as a representation of social history
  - Not just buildings. Buildings are what we have left to show our past.
  - Need a sense of Environmental Economics.

- More continuity in city advancements. Historic preservation
  - Shall not amount to nothing.

- Consider green spaces / green space / edges
  - What makes Madison special?
  - Cycling history?
  - Agriculture?
  - Border?

- What will give plan "teeth" beyond historic districts to preserve historic sites, buildings?
- Other new ordinances?
- Incorporating historic plan into comp plan so it carries some weight as comp plan for recognition?
- Policies - what good are they?

- Plan + urban design commissions need to be together and use consistent. What's the policy?

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

SOURCES OF VALUES
WHAT TYPES OF RESOURCES ARE IMPORTANT TO YOU?

SOURCES OF VALUES
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 are important to **neighborhood identity** and stability.

They form the basis for **cultural tourism**.

That they support **new investment** in surrounding properties.

**EXAMPLES OF VALUES**
BREAKOUT CONVERSATIONS
25 MINUTE DISCUSSION (WHAT PLACES & WHY?)
20 MINUTE VALUES STATEMENTS
BREAKOUT CONVERSATIONS

GROUP REPORT OUT
We need your help –

How do we effectively engage underrepresented communities?

How do we make historic preservation more relevant to you?

PUBLIC ENGAGEMENT
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HISTORIC PRESERVATION PLAN
THANK YOU FOR PARTICIPATING

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