



# 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](http://www.cityofmadison.com/historicpreservationplan)**

**HISTORIC PRESERVATION PLAN**

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

AGENDA



JENNIFER L. LEHRKE  
AIA, LEED AP, NCARB, OWNER

ROWAN DAVIDSON  
ASSOCIATE AIA

BOB SHORT  
ASSOCIATE AIA

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TIMOTHY HEGGLAND  
CONSULTANT

CONSULTANT TEAM



CAROLYN ESSWEIN  
AICP, CNU-A, OWNER



JASON TISH  
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**



# 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



**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?

**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**

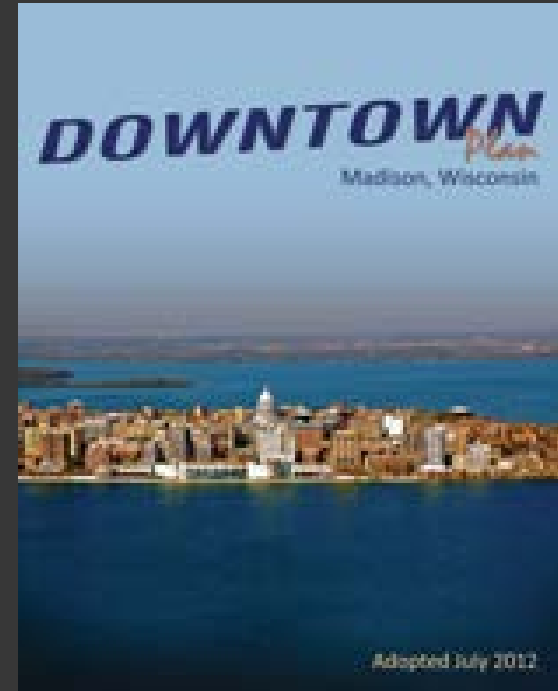
**Sustainability Plan 2011**

**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!

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 ~~an~~ 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.

Parks & Open Space Takes.

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

- 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 TOUCHER AND LESS COMPLIANT TO APPLICANTS

Re-brand to emphasize social history  
- We need to make Sherman Avenue Hist. District a Local Hist. District + 4th r'dge

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

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

Strong protections - more carrots & sticks  
Conservation overlays in older n'hoods

Streetscape signage tours lights

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

Vernacular not just large-holds

Walking tour phone app?

Can cities adopt signification. Keep it funky!

Include maps linked by L.P. on one hand + process + zoning education

Education Contractor Resources in central place

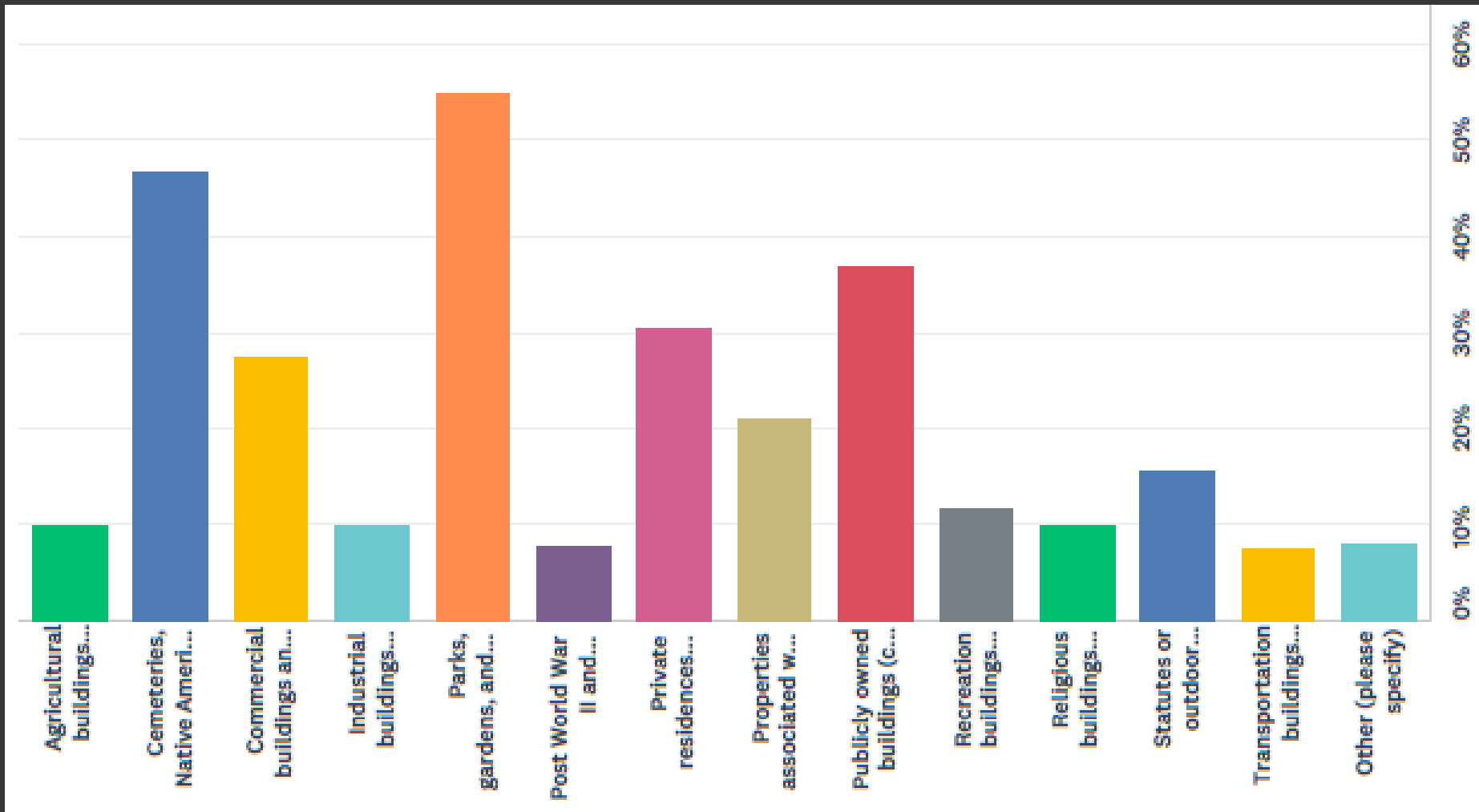
1800s Frame House. The An...  
What... the...  
Preservation...

Some...  
By...  
The...

LOCAL DESIGNATION OF BUILDING OR DISTRICT IN MADISON - LA WARDON NE DISTRICT



## SOURCES OF VALUES



# 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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