

REVIEW OF HISTORIC PLAQUE PROGRAMS IN SELECTED U.S. CITIES

Prepared by the Legislative Reference Bureau

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Review by the Legislative Reference Bureau of historic plaque programs in selected U.S. cities, and an overview of the Milwaukee County Landmarks and State Historical Markers Programs.

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Provided in this report is information relating to types of historic plaque programs, program administration, and types of plaques used by historic plaque programs established in selected U.S. cities, as well as an overview of the Milwaukee County Landmarks and State Historical Markers Programs.

I. KEY CONSIDERATIONS.

Some key considerations for program administrators relating to the establishment and administration of historic plaque programs include whether:

1. To establish an interpretive (explanatory/narrative), recognition or electronic plaque program.
2. To create and approve any customized narratives included on plaques (if establishing an interpretive plaque program), and whom would be responsible for creating and approving these narratives.
3. To establish that certain information be required uniformly on all plaques, and what specific information to require.
4. To require the inclusion of the city logo, seal, icon or emblem on plaques.
5. To create a companion hardcopy, online guidebook or other off-site resource containing entries related to reference numbers, QR codes or other identifiers provided on plaques.
6. The local historic commission, or some other agency or organization, shall administer the plaque program.
7. Eligibility for the plaque program is restricted to only those properties that have been designated by the historic commission as historic sites, structures and districts.
8. Other historic landmarks shall be eligible for the plaque program and, if so, establishing the criteria for their eligibility, and the application and approval process.
9. The placement of a plaque will be reconsidered if the site, structure or district changes or falls into disarray, regardless of whether or not a certificate of appropriateness (COA) is required for its alteration, rehabilitation, restoration, addition, relocation or demolition.
10. To establish detailed specifications for plaque fabrication relating to plaque dimensions, shape, type of material and background color, and the type of fabrication process used.
11. The owner of the property is required to pay the full cost of plaque fabrication, shipping and handling, and plaque installation, or whether any of the cost is underwritten by the program administrators (city, historic commission, non-profit historic preservation organization).

12. A separate application fee is required in addition to the assessing of fees related to the cost of the plaque.
13. The program administrator approves and submits directly to plaque fabricators all orders for plaques, or whether property owners place administrator-approved orders directly with approved fabricators.
14. To establish regulations related to the location of plaques and maintenance requirements.
15. The plaque program will be publicized, and if so, by what methods.

II. TYPES OF HISTORIC PLAQUE PROGRAMS.

An historic plaque program is described as providing an effective and inexpensive means of enhancing the awareness of residents and visitors about the special historic, architectural or cultural significance of a district, site or structure.

Historic plaque programs, whether established and administered by local government agencies or non-profit historical organizations, involve the recognition of local historic districts, sites and structures through the use of interpretive or recognition plaques (See Table 1 on pages 7 and 8).

A. Interpretive Plaque Programs.

1. **Program Description:** An interpretive program involves the identification of historic districts, sites and structures using markers containing a customized narrative describing the historic, architectural or cultural significance. This type of program is often the basis for walking tours, and is considered to be the most appropriate type of program for community education.
2. **Cost Considerations:** Interpretive plaques programs generally require more resources to administer due to processes related to the creation and approval of the text of the narrative. Interpretative plaques are generally more expensive to fabricate than recognition plaques due to increased costs related to the customized wording and larger plaque dimensions.
3. **Example Programs:** Berkeley, Pittsburgh, Sacramento.

B. Recognition Plaque Programs.

1. **Program Description:** A recognition program involves the identification of historic districts, sites and structures using markers without any narrative or much customized wording. A reference number is often provided that relates to an entry in a hardcopy or online guidebook. Some standardized wording relating to basic information is provided that generally relates to the name of the structure, year of construction and designation, and the name of the architect.
2. **Cost Considerations:** Recognition plaques are generally less expensive than interpretive plaques to fabricate due to containing little or no customized wording.
3. **Example Programs:** Houston, Los Angeles, San Antonio, San Diego, and Tampa.

C. Electronic “Plaque” Programs.

1. **Program Description:** Electronic databases are often used in conjunction with fixed plaques for both informative and record-keeping purposes. Certain technologies allow supplementary data to be accessed on-site through users’ mobile devices via web applications, QR codes, or simple reference numbers or off-site via web browsers or guidebooks. With on-site technology, audio, video and written media can be used.

In addition to providing supplementary information, electronic plaques can exist as a stand-alone program. Although a fixed plaque may or may not exist, electronic programs do offer recognition and information on historic sites, structures, districts and events. The variety of electronic plaque programs is great, from informal to formal. Some programs link historic pictures or data to navigable maps while others provide a narrative of selected sites.

Some electronic programs require sites to be nominated while other projects focus on “crowd-sourcing” historic information. Electronic programs can be limited to specified geographic areas or aim to collect regional, national or even international information on historic sites.

2. **Cost Considerations:** Because little customization of fixed plaques is required, an electronic plaque program has the potential to be much more cost-effective than interpretive plaques while still providing as much or more information. The costs of establishing and maintaining an online database could prove great, however, depending on the extent of the program and frequency of updates needed or desired.
3. **Example Programs:** Berkley “e-Plaques,” OldSF (<http://www.oldsf.org>), Historypin (<http://www.historypin.com/>), Historic Marker Database (<http://www.hmdb.org/>), Open Plaques (<http://openplaques.org/>)

Table 1. Comparison of Historic Plaque Programs, Selected U.S. Cities.

City (Type of Program*)	Program Administrator	Administering Entity Type	Supporting Agency	Year Est.
Albany, NY (R) Pop. 97,904	Historic Albany Foundation (HAF)	Volunteer, non-profit organization	None	1980
Annapolis, MD (R) Pop. 38,620	Historic Annapolis Foundation (HAF)	Non-profit organization	Annapolis Historic Preservation Commission	1969
Berkeley, CA (I) Pop. 115,403	Berkeley Historical Plaque Project	Volunteer, non-profit organization	Berkeley Landmarks Preservation Commission; Architectural Heritage Assoc.; Berkeley Historical Soc.	1997
Cambridge, MA (R) Pop. 106,471	Cambridge Historical Commission	City board	None	1976
Covington, KY (R) Pop. 40,713	Covington Historic Preservation Office	City Department	None	Unknown
Houston, TX (R) Pop. 2.16 million	Houston Planning & Development Dept.	City Department	None	2007
Los Angeles, CA (R) Pop. 3.85 million	Cultural Heritage Commission	Mayor-appointed body	City of Los Angeles, Office of Historic Resources	1962
Ontario, CA, (I) Pop. 166,866	City of Ontario, Planning Department	City Department	None	2003
Pittsburgh, PA (I) Pop. 306,211	Pittsburgh History & Landmarks Foundation	Non-profit organization	Landmarks Community Capital Corporation; Landmarks Dev. Corp.	1968
Providence, RI (R) Pop. 178,432	Providence Preservation Society	Non-profit organization	None	1960
Sacramento, CA (I) Pop. 475,515	Sacramento Heritage, Inc.	Non-profit volunteer board appt. by mayor	Sacramento Preservation, Planning, and Housing & Redevelopment Commissions	1975

Table 1. Continued.

City (Type of Program*)	Program Administrator	Administering Entity Type	Supporting Agency	Year Est.
San Antonio, TX (R) Pop. 1.38 million	San Antonio Office of Historic Preservation	City agency	None	2009
San Diego, CA (R) Pop. 1.34 million	Historical Resources Board	City board appt. by mayor	San Diego City Planning & Community Investment Economic Development Division	1915
Tampa, FL (R) Pop. 347,645	Historic Preservation Commission	City board appt. by mayor	City of Tampa Architectural Review & Historic Preservation Office	2012
Tempe, AZ (R) Pop. 166,842	Tempe Historic Preservation Found.	Volunteer, non-profit organization	Tempe Historic Preservation Office	2011

*(I) = Interpretive plaque program, (R) = Recognition plaque program.

III. PROGRAM IMPLEMENTATION.

A. Administration.

1. **Eligibility Criteria.** Eligibility for historic plaque programs is often limited to properties that have been locally designated as historic sites, structures and districts. However, there also exist plaque programs relating to undesignated properties that are determined to be “historic landmarks” by program administrators and which appear to hold a lesser historic designation status than that provided for under section 320-21 of the Milwaukee Code of Ordinances.

Under these alternative programs, the criteria for historic landmark designation also relate to the historical, architectural and cultural significance of the subject properties, but may additionally require, for example, that the properties be at least 50 years old, hold no outstanding code violations, and not be located within designated historic districts for which plaques have already been issued.

Eligibility criteria for electronic plaque programs are potentially even less formal than programs aimed at undesignated properties, offering the possibility for unlimited information and an unlimited number of sites. Specific program details are provided in Table 2 on pages 11 and 12.

2. **Approval Process.** The type of approval process used by a historic plaque program depends on the eligibility criteria and whether the program is an interpretive or recognition program. If eligibility for the plaque program is limited to properties that have been locally designated as historic sites, structures and districts, applications are generally administratively approved after verification of designation, and require no further action from the program administrator or oversight agency or commission.

Regardless of eligibility criteria, action from the program administrator is generally required for an interpretive program relating to approval of the custom narrative proposed for the plaque. Programs involving “historic landmark” determinations relating to undesignated properties – whether electronically managed or not – also require formal approval by program administrators, oversight agencies or commissions.

3. **Application Forms.** The information required for application is also dependent upon the eligibility criteria and whether the program is an interpretive, recognition or electronic program. Additional information and supporting documentation (historical narrative, physical description, slides or photographs of the interior and exterior, major bibliographical references) is typically required for applications relating to properties that are not already locally designated as historic sites, structures and districts.

Some programs offer research and documentation services to applicants for additional

fees. These programs are typically administered by non-profit agencies. In some cases, electronic “plaque” programs have no application processes, and simply seek narratives from residents regarding the local stories and histories behind specific photos, sites or events.

- 4. Plaque Requirements.** Most plaque programs establish detailed specifications for plaque fabrication relating to dimensions, shape, and type of material, background color, required information and use of logos or seals (See Table 4 on page 18 and 19).

Generally, program administrators place plaque orders directly with the designated fabricators; however, there are programs that require the property owners to place the orders directly with any of the fabricators approved by program administrators. The design of web-based electronic plaque databases varies from a simple list of designated or recognized sites on a city’s web-page to complex web-pages with maps, graphics, narratives and pictures, often designed by third parties.

For most programs, application forms also serve as plaque order forms, payment in full by the owner is required at the time of application, and the owner is required to pay all costs related to shipping, handling and plaque installation. Delivery times for plaques vary greatly among plaque fabricators, ranging from 2 weeks to 3 months.

- 5. Display and Maintenance Requirements.** In addition to design approval, some program administrators establish requirements for plaque installation and maintenance. Requirements relate to the mounting of the plaques at eye level and placement at the exterior of the main structure entrance, requiring the plaques to be mounted within 30 days of receipt, and requiring owners to maintain the plaques to prevent deterioration and to protect them from vandalism or theft. Some programs require property owners to contact the program administrators for approval of installation locations.

B. Other Considerations.

- 1. Federal Regulations.** No federal regulations were identified relating to the placement of historical markers, although there exists a common misconception that properties listed on the National Register must be marked with a uniform text; this practice appears to be tradition rather than a requirement.
- 2. Theft and Vandalism.** Theft and vandalism of plaques are relatively rare. The type of plaque material influences the frequency and type of damage that may occur. If theft is a concern, the two best precautions are placing the plaque in a location that makes it difficult to be reached and using commercially available epoxies to affix the plaque, making it extremely resistant to removal.

Plaques are either front-mounted (holes drilled through the front of the plaque and screwed into anchors placed in the mounting surface) or rear-mounted (studs on the back of the plaque that are pushed into holes drilled in the mounting surface). By filling the drilled holes with epoxy, the screw or stud is made nearly impossible to remove.

- 3. Program Publicity.** The implementation of plaque programs involves publicizing the program, although the methods for publicizing programs are generally dependent upon program goals. For organizations where the objective is to recognize and to coordinate restoration activities by their membership, publicity can be accomplished through internal organizational communications. For cases where the objective relates to public awareness, programs are publicized using the local media, such as community newspapers and radio.

A second method by which a program may accomplish its publicity objectives is through the use of direct mail. A simple direct mail flyer addressed to owners of historic properties often incorporates a photo of a typical plaque, an order form for a plaque, and in some cases, an application form.

Annual or semi-annual award dinners or events may be used to publicize a program recognizing significant restoration efforts in the community.

Overall, plaque programs are self-promoting in that the placement of each plaque generates more public interest; publicity efforts may be facilitated greatly if the program has already mounted one or two plaques on well-known properties. A comparison of the number of plaques installed for specific programs can be found in Table 3 on page 16.

Table 2. Comparison of Program Details, Selected U.S. Cities.

City	Selection Criteria	Impact of Designation	Electronic/Technology Component
Albany, NY Pop. 97,904	Eligibility based on Secretary of the Interior's standards for rehabilitation. Buildings must be in the city, retain original character, be in good condition & contribute to the historic nature of a neighborhood.	None	Yes, online catalogue since 2008. Google maps is currently used; HAF would like to use GIS & flash map
Annapolis, MD Pop. 38,620	Structure must possess an overall integrity of design, materials, workmanship, and setting.	None. HAF owns plaques & will remove if building is adversely altered.	None
Berkeley, CA Pop. 115,403	"Serendipitous" process involving Plaque Project outreach, building owners' interest, & community input. Some lesser known sites have plaques. Certain prominent landmarks are without.	None	Online register and a series of "e-plaques"
Cambridge, MA Pop. 106,471	The site's relationship to important events or persons, not its architectural significance	None	Yes, GIS database.
Covington, KY Pop. 40,713	Site of a significant local, state or national event, person, architectural style, or architect	None. Owner is asked to sign letter of agreement to maintain site integrity.	None
Houston, TX Pop. 2.16 mill.	Must be a city, state, or nationally recognized historic site	COA required for alteration, restoration, rehabilitation, addition, demolition or relocation	Online register
Los Angeles, CA Pop. 3.85 million	Only locally-designated Historic-Cultural Monuments (HCMs) can order a plaque.	All work must conform to the Secretary of the Interior's Standards for Rehabilitation	None

Table 2. Continued.

City	Selection Criteria	Impact of Designation	Electronic/ Technology Component
Ontario, CA Pop. 166,866	Only designated historic landmarks (local, state, or national) & contributing structures	COA required for alteration, restoration, rehabilitation, addition, demolition or relocation	Yes, all applications received a file number for tracking purposes.
Pittsburgh, PA Pop. 306,211	Remarkable pieces of architecture; 50 yrs old; not significantly altered; & not located in plaqued historic districts unless of exceptional individual significance	None, but PHLF retains the right to remove plaques if the integrity of the site is lost	Yes, electronic catalogue
Providence, RI Pop. 178,432	Similar to, but separate from, the local historic district's regulations	None, unless designated. PPS hopes community awareness encourages preservation.	Yes, online database. PPS is beginning to explore mapping options.
Sacramento, CA Pop. 475,515	Locally designated historic landmarks & contributing structures. Unlisted properties may be eligible.	COA required only for designated sites.	None
San Antonio, TX Pop. 1.38 mill.	Only locally-designated historic structures (with a Zoning of Historic)	Program is just a formality of already designated structures.	None
San Diego, CA Pop. 1.34 mill.	Site of a significant local, state or national event, person, architectural style, or architect	Certificate of Appropriateness required.	None
Tampa, FL Pop. 347,645	Only locally-designated historic sites	Program is just a formality of already designated structures.	Yes
Tempe, AZ Pop. 166,842	Must be a city, state, or nationally recognized historic site	Guidelines are advisory not regulatory	Online register

*Includes local, state and national designations.

IV. TYPES OF HISTORIC PLAQUES.

A. Plaque Design.

1. **Uniformity of Design.** Implementation of a historic plaque program includes a determination of whether or not to establish uniform plaque design requirements, or if the selection of the plaque format will be left up to the individual purchaser. Many programs establish the exact plaque specifications, including the materials used, shape of the plaques and wording permitted.

Depending upon the type of plaque chosen, manufacturers are able to provide plaques of nearly any shape or size. The price of the plaque depends to a great extent upon the number of units purchased.

2. **Branding.** If one of the objectives of the program is to increase community awareness of the activities of a historical society or commission, it may be important that all plaques ordered through the program are of a uniform format. Typically, regardless of the type of program, the design of a plaque incorporates the logo or the name of the historical society or local government body at the top or bottom of the plaque.

3. **Technology.**

- a. *QR Codes:* In addition to traditional plaque design considerations, the use of technology on or in addition to the plaque structure could be considered. For instance, QR codes could be affixed to or implemented within plaque design, linking viewers to tours, audio, historic photos or other “exclusive” information. Short for “quick response” code, these 2-dimensional “barcodes” have large storage capacity and the ability to be read quickly by portable electronic devices, such as smart-phones. QR codes became popular in advertising and marketing beginning in 2010, but there is an ongoing debate on whether the technology is of any value.

When implemented thoughtfully, these codes and their associated online content have the ability to conveniently engage interested parties in additional or exclusive information. Proponents of the technology point to successful use of QR codes on business cards, menus, art installations and bus stops. When not created with the user in mind, however, the links provide little value to a user’s experience, similar to a banner advertisement on a webpage. This type of traffic is typically driven to online information, and not inquisitive in nature. Critics argue that users expect to be immersed in a new or exciting experience when scanning a QR code, not taken to a website or advertisement.

QR codes can be created quickly and easily for free through various online generators, such as Microsoft Tag. Some allow for the tracking and analyzing of performance, and the creation of codes unique to a specific brand.

- b. *Augmented Reality*. As confidence in QR codes has declined in recent years, commitment to a new form of mobile technology has gained ground, especially in the tourism industry. Augmented reality (AR) applications use GPS and image-recognition software to enhance a user's experience by functioning as a sort of city guide. AR apps have the ability to simulate historical events, places or objects by rendering them into the landscape.

Additionally, because the technology relies on spatial datasets, it can also be used to announce features of interests as they come into view, present location information by audio, or point users in a particular direction. For instance, a few European countries have created apps that allow tourists to take a picture of an ancient site to instantly view its history or what it originally looked like. Instead of relying on GPS information, it is also possible to pre-model a fixed environment, such as a museum or art exhibition, to more accurately track which historic sites or points of interest a user is looking at.

Table 3. Comparison of Sites with Plaques, Selected U.S. Cities.

City	Total Registered Historic Sites	Total Plaques	# on Register and Plaques	# Plaques per Year
Albany, NY	14 Nat'l Reg. historic districts, 44 NR individual landmarks, 3 NR Landmarks, 16 local historic districts, 31 local landmarks	At least 275	At least 200 buildings in historic districts	5 to 8
Annapolis, MD	Unknown	At least 160	At least 160	3 to 4
Berkeley, CA	316, Designated by the Berkeley Landmarks Preservation Commission	100	73	6 to 7
Cambridge, MA	2 historic & 4 neighborhood conservation districts. 30 local landmarks & 39 properties with easements	Approx. 100	Unknown	2 to 3
Covington, KY	Unknown	Unknown	Unknown	Unknown
Houston, TX	350	Approx. 750	Unknown	Approx. 125
Los Angeles, CA	1038	Approx. 500	Approx. 500	4 or 5
Ontario, CA	93 Local Landmarks, 6 NR properties & 7 Local Hist. Dist. (includes approx. 600 properties.)	36	36	3
Pittsburgh, PA	83 local designations, including districts; 220 National Register of Historic Places	560 awarded, about 2/3 have a physical plaque	0	12 to 20
Providence, RI	6,000 National Register of Historic Places, approx. 2,500 within local historic districts	1,400	Data not available	20
Sacramento, CA	Unknown	Unknown	Unknown	Unknown
San Antonio, TX	27 local historic districts, 2 National Register Districts & approx. 2,000 local landmarks	Data not available	Data not available	Data not available
San Diego, CA	1092	Data not available	Data not available	Data not available
Tampa, FL	49 Local Landmarks, 4 Local Hist. Dist. & 5 Multiple Properties Group (2,683 total structures)	18	18	14 ordered in 2012
Tempe, AZ	75	36	36	12

B. Plaque Fabrication.

Plaque fabrication options available to historic plaque programs that have established plaque design requirements include metal casting and metal processing.

- 1. Metal Casting Plaques.** Metal casting plaques are produced in foundries and are generally made from bronze, aluminum or iron. Cast plaques vary greatly in cost, appearance and durability, depending upon the type of metal used and the equipment and particular casting process used by the foundry. For example, aluminum, while typically priced in the middle range, looks less expensive and may corrode over time. Bronze, while the most expensive, looks more dignified and lasts longer.

Cast metal plaques can be made in virtually any shape since they are cast from reusable patterns. However, more complex shapes are higher in cost due to the difficulty in finishing the edges of the plaque.

- 2. Metal Processing Plaques.** Metal processing is a less expensive alternative to metal casting that produces plaques processed onto metal, rather than plaques cast out of metal. Processed metal plaques are typically limited to square or rectangular shapes, and involve the fabrication methods of screen processing or metal photo.
 - a. **Screen Processing:** With this method, text and photographs are essentially painted onto the surface of the metal.
 - b. **Metal Photo:** With this method, text and photographs are embedded in photosensitized aluminum. The metal photo method is the least expensive to produce and provides the clearest image reproduction. However, the plaques can only be reproduced in silver and black when used outdoors, and can be easily vandalized using sharp objects.

Table 4. Comparison of Plaque Specifications, Selected Historic Plaque Programs.

City	Fabrication	Plaque Dimensions	Plaque Contents	Plaque Cost	Who Pays?
Albany, NY Pop. 97,904	Cast aluminum or bronze with black finish	7"x10" oval	1. Original owner, architect & builder 2. Date of construction 3. "Historic Albany Foundation"	Cost: \$188, HAF charges \$300 (includes membership & historic)	Property owner
Annapolis, MD Pop. 38,620	7 different colors represent different architectural styles.	Not specified. Elongated octagon.	1. "National Historic District" 2. "Historic Annapolis Foundation" 3. "Site & Building Survey"	Unknown	Not specified
Berkeley, CA Pop. 115,403	Not specified	Customized size and shape	1. "City of Berkeley Landmark" 2. Name of site & architect 3. Year of construction & designation 4. Customized wording 5. "Berkeley Historical Plaque Project"	Unknown	Sponsors & Donors
Cambridge, MA Pop. 106,471	Not specified	No specified. Blue oval.	1. CHC Logo 2. Original owner, address 3. Brief description of significance 4. Date(s) of significance	Unknown	Not specified
Covington, KY Pop. 40,713	Solid bronze	7"x10" oval	1. Owner-customized wording 2. Construction date 3. Covington Register number	\$124	Property owner
Houston, TX Pop. 2.16 million	Cast aluminum, black background with raised gold-leaf brushed lettering	9"x6" oval	1. City seal 2. "City of Houston" 3. "Landmark"	\$67.50	Property owner
Los Angeles, CA Pop. 3.85 million	Cast bronze, painted and finished with a durable, protective lacquer	7"x10" rectangle	1. City seal 2. Name of site & site reference number 3. Architectural style & builder/architect 4. Year of construction & designation 5. "Cultural Heritage Commission" 6. "City of Los Angeles"	\$443	Property owner
Ontario, CA, Pop. 166,866	Bronze with raised lettering	8"x10" square	1. Historic name of the site 2. Date of the designations 3. Property significance/description	\$300 (plus \$150 installation)	Property owner (city pays for install)

Table 4. Continued.

City	Fabrication	Plaque Dimensions	Plaque Contents	Plaque Cost	Who Pays?
Pittsburgh, PA Pop. 306,211	Aluminum or bronze, raised letters customized colored background	Customized size and shape	1. "Historic Landmark" 2. Name of site 3. Architect & Year of construction 4. "Pittsburgh History & Landmarks Foundation"	Bronze \$420; aluminum \$280	Typically the property owner
Providence, RI Pop. 178,432	Plywood core, sheet-metal surface with screen printed PPS logo. Historical facts are hand painted.	15"x9" square	1. Name of site 2. Year build 3. Architect 4. PPS logo (background)	\$300 (includes a house history compiled by a preservation consultant)	Applicant or grant funder
Sacramento, CA Pop. 475,515	Cast bronze, dark oxide pebbled background	12"x10" or 15"x12" rectangle	1. City logo 2. Year built 3. Name of site 4. Customized wording 5. "Sacramento Heritage, Inc."	\$319 to \$414, depending on size	Property owner
San Antonio, TX Pop. 1.38 million	Cast aluminum, raised silver letters on black or brown background	7.5" circle	1. City seal 2. "City of San Antonio" 3. "Historic Structure"	\$95	Property owners
San Diego, CA Pop. 1.34 million	Bronze lettering on black or brown background	17"x12" oval	1. City seal 2. Name of site & year of construction 3. Year of site designation 4. Site reference number	Varied by company selected	Property owner
Tampa, FL Pop. 347,645	Bronze, raised letter on black background with pebbled finish	6" circle	1. "Historic Property" or "Historic Landmark" 2. "City of Tampa Florida" 3. City seal 3. "Organized July 15, 1887" 4. "Circa (year constructed)"	\$175	Property owners
Tempe, AZ Pop. 166,842	Bronze lettering on black or brown background	12"x10" rectangle	1. Name of site & date of construction 2. Historic Foundation logo 3. "Tempe Historic Preservation Foundation"	\$110 (installation +\$90)	Property owner (THPF pays for install)

V. COMPARISON OF MILWAUKEE COUNTY AND STATE PROGRAMS.

Table 4 on page 19 provides an overview of the Milwaukee County Landmarks and State Historical Markers Programs. The Milwaukee County Landmarks Program is administered by Milwaukee County Historical Society, and the State Historical Markers Program is administered by the Wisconsin Historical Society, Division of Historic Preservation and Public History.

The purposes of both programs are primarily honorific and educational in that the approval of an application or nomination for either program does not confer any special protection on a structure, provide it with any financial or legal advantage, or modify or limit the owner's property rights.

For both programs, the applicant assumes all financial responsibility to provide for placement, funding and maintenance of the marker or plaque. However, under special circumstances relating to the significance and broad public appeal of a nominated property, the Milwaukee County Historical Society has in some cases assumed financial responsibility.

The Milwaukee County Historical Society has established broad criteria for its landmark program relating to the property's historic, architectural or cultural significance to Milwaukee County. Conversely, applicants for the State Historical Markers Program must meet the specific criteria established. Examples of these criteria include whether the site or property:

- Is listed in the State or National Register of Historic Places.
- Is associated with the events that have made a significant contribution to the broad patterns of history.
- Is associated with the lives of persons no longer living who have made significant contributions to the broad patterns of history and culture.
- Embodies the distinctive characteristics of a type, style, period or method of construction or architecture, or representative of the work of a master, or that possess high artistic value.
- Yields, or likely to yield, information important in prehistory or history.
- Is associated with ethnic groups that have made distinctive and significant contribution to history.
- Embodies the characteristics of the State representing significant aspects of the physical or natural history of the earth and its life.

Table 5. Overview of Milwaukee County Landmarks and State Historical Markers Programs.

Program	Milwaukee County Landmarks Program	State Historical Markers Program
Program Administrator	Milwaukee County Historical Society	Wisconsin Historical Society, Division of Historic Preservation and Public History.
Primary Purpose	Primarily honorific and educational	Primarily honorific and educational
Impact of Designation	Does not confer any special protection on a structure, provide it with any financial or legal advantage, or modify or limit the owner's property rights.	Does not confer any special protection on a structure, provide it with any financial or legal advantage, or modify or limit the owner's property rights.
Location Eligibility	Proposed sites must be located in Milwaukee County.	Proposed site must be located within state of Wisconsin.
Application Requirements	Description of site, summary of known history, explanation of distinctive qualities, and one or more photographs.	Narrative text and an annotated bibliography that details the primary and secondary research sources cited to support the historic facts included the narrative text.
Total Nbr. Properties Designated	94 (15 in City)	546 (29 in City)
Funding, Financial Responsibility	In most cases, the Society provides for placement, funding and maintenance of plaque.	Applicant provides for placement, funding and maintenance of marker.
Owner Involvement	Notice of nomination of a site for landmark status is provided to the owner in advance of the public hearing, and in all cases the owner's wishes with regard to designation have been respected.	Letter of approval first required from property owner granting permission for marker to be located on property and permitting public access.
Nomination Approval Process	<ol style="list-style-type: none">1. Public nomination annually.2. Research by Society's staff.3. Public hearing by Landmarks Committee.4. Site visit by Landmarks Committee.5. Committee recommendation to Society's Board of Directors.6. Determination by Society's Board of Directors.	<ol style="list-style-type: none">1. Ongoing public nomination (approved or disapproved within 180 days of receipt).2. Research, review and editing of narrative text by Society's staff.3. Determination by the Society.

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