

REVISED DISCUSSION DRAFT

Part 1. Article IV, Section 8 of the Historic Preservation Commission's By-laws and Procedures is created to read:

Article IV. Procedures

Section 8. Historical Landmark Award Program

1. PROGRAM INTENT

- A. An historical landmark plaque program is established to promote and enhance the awareness, appreciation and understanding of residents and visitors about the historic, architectural or cultural significance of a district, site or structure in the city of Milwaukee and to encourage the continued preservation of landmarks and their history.
- B. Landmark awards shall consist of the following:
 - (1) Formal recognition at an annual award ceremony in conjunction with existing historical recognition awards, including but not limited to the Cream of the Cream City Awards.
 - (2) A plaque to be placed at the landmark identifying it as a City of Milwaukee Landmark.
 - (3) An entry in a database of city landmarks maintained by the City Clerk in an online repository providing the public with information about landmarks.

2. ELIGIBILITY

- A. Any district, site or structure designated as historic by the Common Council shall be eligible to receive a plaque under this program upon request.
- B. Any district, site or structure located within the limits of the city and not designated as historic by the Common Council may be eligible to receive a plaque under this program if the Commission determines that the subject district, site or structure:
 - (1) Holds historic, architectural or cultural significance by meeting at least one of the designation criteria established under s. 320-21-3-e, Milwaukee Code of Ordinances; and

- (2) Is not in poor maintenance; could not be considered to have derogatory connotations related to a particular person or organization, to any racial, religious or ethnic group or to disabled persons; is not associated with a structure, person or event which could be considered obscene, blasphemous or not in good taste; and otherwise would not depict the city unfavorably or detract from the intent of the program.

3. ADMINISTRATION

- A. Applications for historical landmark plaques for all districts, sites or structures shall be submitted in writing to the Commission staff for their review and recommendation before forwarded to the Commission for its determination.
 - (1) Applications by currently designated districts, sites or structures shall be submitted on or before the filing deadline established by the Commission and shall include the desired plaque wording, plaque placement and installation method.
 - (2) In addition to the filing of application requirements under subpar. 1, applications submitted by undesignated districts, sites or structures shall contain complete primary research indicating its historical significance to Milwaukee, including: exact location, dates of significance, date built or renovated, current and historical photographs.
- B. If an applicant is not the landmark property owner, a separate letter of consent from the property owner shall be required.
- C. Requesters and applicants for landmark plaques shall be responsible for payment of all charges established by the Commission relating to the application, processing, fabrication, shipping, installation, maintenance or removal of the plaques.
- D. Landmark reference numbers shall be assigned in the order landmark plaques are awarded.
 - (1) There shall be no restriction on the number of plaques given each award year to existing designated districts, sites or structures.
 - (2) Awards for undesignated districts, sites or structures shall be limited each award year to the number established by the Commission.
- E. If an historic landmark award nomination is not approved, no new nominations shall be considered for that landmark until the following

award year. In the case of deserving undesignated districts, sites or structures not receiving an award for a particular award year due to the requisite number of awards being reached, the Commission may hold applications for up to but not exceeding one award year, after which applicants must reapply.

- F. An award shall not confer any special protection on a structure, site or district, provide it with any financial or legal advantage, or modify or limit the owner's property rights, unless otherwise observed in any existing city, county, state or federal designations.

4. PLAQUES

- A. A plaque shall be mounted within 60 days of receipt of the plaque and shall not be removed except as required for maintenance.
- B. The landmark owner shall maintain the plaque to prevent deterioration and to be protected from vandalism or theft.