

AGENDA

HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, June 8, 2011 – 4:30 p.m.

City Conference Room – County-City Building
1515 Strongs Avenue – Stevens Point, WI 54481

(A Quorum of the Common Council may attend this meeting)

1. Approval of the reports from the May 4, 2011 and May 10, 2011 meetings.
2. Presentation and discussion by Joe Lawniczak, Design Specialist for Wisconsin Main Street, on the Simple and Effective Solutions for Downtown Building Improvements.
3. Other business.
4. Adjourn.

Any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715)346-1569, TDD# 346-1556, or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, May 4, 2011 – 4:30 PM

City Conference Room – County/City Building
1515 Strongs Avenue – Stevens Point, WI 54481

PRESENT: Chairman Lee Beveridge, Alderperson Mary Stroik, Tim Siebert, Norm Myers Sr., and George Hanson.

ALSO PRESENT: Community Development Director Michael Ostrowski, Rand Erbach, and Todd Grunwaldt.

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1. Approval of the report from the March 3, 2011 meeting.
 2. Discussion and possible action on a request from Rand Erbach, for an exterior building review of **823 Main Street (Parcel Id 2408-32-2017-01)**, for the purpose of doing an exterior renovation with a canopy addition.
 3. Adjourn.
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1. Approval of the report of the March 3, 2011 HP/DRC meeting.

Motion by Siebert to approve the report; seconded by Myers. Motion carried 5-0.

2. Discussion and possible action on a request from Rand Erbach, for an exterior building review of **823 Main Street (Parcel ID 2408-32-2017-01)**, for the purpose of doing an exterior renovation with a canopy addition.

Rand Erbach discussed the history of his tenants and current vacancy in the former Blue Cross Blue Shield building at 823 Main Street. He is currently looking to occupy the building with an antique mall in the west side of the building, and a consignment retail shop in the side that faces the Public Square. Mr. Erbach also wishes to construct two, five-bedroom apartment units on the second floor of the building. Mr. Erbach stated that his intention is to take the original blocked-up windows and open some of them back up, as well as to dress up the back side of the building to give it a more pleasing view when entering the City from the Clark Street Bridge.

The City is currently using an easement to furnish power to the other businesses in the downtown square area and will be burying power lines for Mr. Erbach's and other businesses through the parking lot. With this happening, there is the availability to put an entry way and double entry doors on the back side of the building and a canopy that will serve as a loading/carport area for retailers to keep merchandise out of the weather.

Commissioner Beveridge stated he located six outlined windows on the drawing, and asked why there would just be three opened up. He also asked if the canopy would serve as a drive-thru. Mr. Erbach stated that the design of the rooms for the apartments only allows for three of the six windows to be opened, and they would be windows two, four and six. The canopy would serve as a drive up area that would be high enough for a box truck such as a U-haul to park under, but would also be dressed up with brick to make the back side of the building look better. Currently, there is a gas

line that is located on the back of the building that is unable to be buried, but will be covered by the canopy area and the remaining pipe will be repainted to hide the pipe.

Commissioner Siebert asked about a window on the east side. Mr. Erbach stated that the east side is the side that faces the square and there will be a window added that will match the other windows on that side.

Commissioner Beveridge asked what would be done with the dumpsters for the building, to which Mr. Erbach responded that they would stay in their current location, but be replaced with newer dumpsters. The canopy would also cover part of their location.

Commissioner Beveridge asked what the reason for the fencing was on the second story. Mr. Erbach stated it was to shield or screen the air conditioners and dehumidifiers that were previously installed.

Commissioner Hanson asked how many apartments would be in the building, and where would the residents park. Mr. Erbach responded that there are two, five-bedroom apartment units, one of which his wife and himself will likely occupy. The parking will be located in the adjacent lot.

Commissioner Beveridge asked for an explanation of materials used in the construction of the canopy and the improvements to the back side of the building. Mr. Erbach stated that the canopy would be EIFS and the corner of the building would also be EIFS. Todd Grunwaldt (Grunwaldt and Associates) clarified that the EIFS material on the west side of the building would only cover about half of the area shown. He also stated that the intent of the design and the darker color was to draw they eye away from the rest of the building and to hide the gas pipe that is there.

Mr. Erbach stated that he has the ability to have two main entrances, and when the square is done, the parking lot will be resealed and restriped.

Mr. Grunwaldt explained that the EIFS is a sheet of insulation that is mounted on the building and then a two coat system for finishing it. An example of the EIFS would be the Portage County Jail building.

Commissioner Beveridge stated that he does not see any issues with the standards outlined in the staff report listed as:

- Existing materials in facades should be maintained and/or restored to the highest level of quality practical.
- New or infill construction shall be similar in scale to that of surrounding structures.
- New or infill construction shall not adversely contrast with significant horizontal or vertical patterns or rhythms of surrounding structures.
- The setback of new or infill construction shall be compatible to that of adjacent structures.
- Significant existing views or vistas shall not be adversely affected by new or infill construction.

Commissioner Hanson stated he has a concern about painting and the upkeep/maintenance of the painted areas. Mr. Erbach responded that the painted area would be maintained the same as when

he painted the building, and with newer and better paints available, the painted area will hold paint better.

Director Ostrowski provided an update from the Plan Commission meeting held on Monday. He said the Commission placed the conditions of screening the dumpsters on the back of the building and installing landscaping along Water and Clark Street, or on the corner. Mr. Erbach stated that if the dumpsters were a concern, then he would have them removed. The landscaping along the street would be detrimental to his parking lot causing a limited or too narrow of a driving lane in the lot. Mr. Erbach stated that he was grandfathered in from when he gave up a driveway on Clark Street to give the City three more parallel parking spaces at the time the Clark Street Bridge was being reconstructed.

Commissioner Hanson suggested that if landscaping could be provided by planters placed on the building by the fence that may suffice. It was pointed out that the Plan Commission wanted landscaping along the sidewalk/street area to help screen the parking lot.

Motion by Siebert to approve the exterior renovation with a canopy addition, with the condition to paint the brick instead of using EIFS on the corner of the building; seconded by Hanson. Motion carried 5-0.

3. Adjourn.

Motion by Ald. Stroik to adjourn; seconded by Siebert. Motion carried 5-0. Meeting adjourned at 5:20 PM.

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Tuesday, May 10, 2011 – 4:30 p.m.

City Conference Room – County/City Building
1515 Strongs Avenue – Stevens Point, WI 54481

PRESENT: Chairman Lee Beveridge, Alderperson Mary Stroik, Tim Siebert, Jack Curtis, Norm Myers Sr., Hans Walther, and Karl Halsey.

ALSO PRESENT: Community Development Director Michael Ostrowski and Jim DePaul .

INDEX:

1. Discussion and possible action on a request from Shopko Stores, for an exterior building review of **1200 Main Street (Parcel ID 2408-32-2029-50)**, for the purposes of painting the exterior of their building.
 2. Adjourn.
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1. Discussion and possible action on a request from Shopko Stores, for an exterior building review of **1200 Main Street (Parcel ID 2408-32-2029-50)**, for the purposes of painting the exterior of their building.

Chairman Lee Beveridge called the meeting to order with the discussion of the possible illegal painting project that was started on the Shopko building and had been ordered to stop.

Jim DePaul Vice President of Stores did not realize that the Shopko store was in a review district and was surprised to hear that the stop order was not followed through.

Director Ostrowski stated that on Friday afternoon he noticed that the painting had started on the building and he stopped to speak with the staff at the service desk. On Monday, the contractor came in and spoke with Director Ostrowski and the contractor was notified that the painting of the store needed to be reviewed by the HP/DRC. Director Ostrowski said that he would need paint samples as well as the plan for the building so a meeting could be scheduled for the review of the painting plan. On Tuesday, the painting was started again, and again Shopko was notified that they needed to get approval from the HP/DRC to paint the building.

Commissioner Beveridge stated that the block is a split face block construction of a mortar and aggregate with a brown mortar surface. Under the current standards, if this was new construction it would not be an approved material in this district. The current standards indicate that existing masonry material, unless already painted, should not be painted. Chairperson Beveridge wanted to discuss how to remove the paint from the already painted surfaces.

Director Ostrowski stated that current design standards indicate that masonry materials shall not be painted, unless already painted. However, he said that the Commission should look at the true intent of this design standard. He believes that the intent is to not allow the painting of brick or stone material, but it may not apply to the painting of concrete block, which is a material that would

not be allowed in the review district today. He also indicated that the colors that Shopko has chosen are natural tones, which are appropriate for the area.

Commissioner Walther pointed out that Shopko is in a historic area, but is not a historic building. He understands that we want it to fit into the area, but what has been done is an improvement to downtown. If this were a building constructed in the 1940's -1960's then it would have to be looked at in a historical nature, but this is a newer building.

Commissioner Curtis asked if we could change the law or do we have to go to the Common Council. Chairperson Beveridge stated that any changes made to the conditions or standards for the commission would have to go to the Common Council for approval.

Aldersperson Stroik asked Mr. DePaul why these colors and why now. Mr. DePaul responded that this is to finish off the corporate color scheme and that there were about 67 stores left that needed to be finished. An example of what the store would look like would be similar to the Plover Shopko.

Commissioner Siebert asked about the white color. Mr. DePaul indicated that this was the primer.

Commissioner Halsey stated that the new sign looks very good and if put on the dark building, it would be hidden.

Mr. DePaul stated that there are stores that are natural brick and those are left natural with no paint.

Commissioner Siebert asked if the paint and primer were removable. Mr. DePaul responded that yes the paint is removable. The surface may not look exact, but it can be removed.

Aldersperson Stroik asked if the building is painted, then how often would it be repainted and maintained. Mr. DePaul stated that the paint lasts about 15-20 years but with certain weather conditions there may be a need to paint it sooner. The intent is that the paint will help the blocks last longer.

Commissioner Beveridge stated that there are clear products on the market that do the same thing.

Commissioner Myers expressed that he liked the colors and that it matches other buildings in the downtown, including the one discussed at the last meeting.

Aldersperson Stroik asked if there were exceptions to our rules, not that we are looking to change the rules, but are there exceptions.

Commissioner Lee Beveridge stated that there are always exceptions, but the rules are:

- To the extent possible, original materials shall be retained in existing facades. They should be removed only where they are structurally unsound and are beyond restoration, and then only in accordance with an approved design scheme.
- Natural materials are preferred over simulated or synthetic materials. The types of material preferred, but not limited to, may include: brick, stone, wood, stucco, clay, tile, ceramic tile, quarry tile, terra cotta, and cut stone. Materials to be avoided may include,

but not be limited to, concrete block, plastic, fiberglass, simulated brick, simulated stone, hardboard or metal siding panels and wood siding panels.

- Painting of existing masonry or stone surfaces, unless already painted, shall not be permitted. Clear sealants shall be allowed.

Commissioner Beveridge also emphasized that painting of masonry is not accepted unless it is already painted. Is the building historic, well it is pre 1981 and does show the times. He is very discouraged that Shopko did not have any contact with the city over this project.

Mr. DePaul stated that the process is for the contractors to get all necessary permits and approvals; for whatever reason this did not happen.

Director Ostrowski stated that there was contact and approval for the permitting of the new signage, but not the paint.

Commissioner Myers pointed out that normally contractors will get the required permits for projects, to which Mr. DePaul stated that in the past they did have the permits for the HVAC and the remodel that was done.

Motion by Siebert to deny the painting of the exterior of the building, excluding the canopy areas.

Motion failed for lack of a second.

Motion by Myers to approve the painting plan as presented, with the condition that the paint be maintained, and that any peeling paint be immediately corrected; seconded by Walther. Motion carried 5-2.

2. Adjourn.

Motion by Ald. Stroik to adjourn; seconded by Beveridge. Motion carried 7-0. Meeting adjourned at 4:55 PM.

Joe Lawniczak
Design Specialist
Wisconsin Main Street

Joe Lawniczak has been the Design Specialist with Wisconsin Main Street since 2001. He works daily with building owners, city officials, volunteers, etc. in the thirty-six Main Street communities throughout Wisconsin, preserving and restoring historic building facades, providing preservation and design education, and establishing local preservation tools such as design guidelines, design review, ordinances, etc. Prior to joining Wisconsin Main Street, Lawniczak worked for twelve years at the architectural firm of Berners-Schober Associates in Green Bay, Wisconsin. For six of those years, he was an active volunteer on the Design Committee for On-Broadway, Inc., Green Bay's neighborhood Main Street program.

Lawniczak has been a featured speaker and/or provided hands-on design services for several other organizations, including Illinois Main Street, Kansas Main Street, Main Street Iowa, Michigan Main Street, Minnesota Main Street, Minnesota Historical Society, Montana Main Street, Oregon Main Street, South Carolina Main Street, University of Iowa, University of Wisconsin-Extension, Wisconsin Chapter of the American Planning Association, and the Wisconsin Historical Society, among others.

Lawniczak is actively involved with the National Main Street Center (NMSC). He has served on the National Main Street Conference speaker selection committee as well as their sustainability leadership panel. He has been one of the key planners for the annual Main Street architects and designers meetings for several years. And he has written several articles and chapters for various NMSC publications, including Main Street News, Main Street Now, and a recently released book titled "Revitalizing Main Street".

Lawniczak has also written feature articles for Wisconsin Main Street, the University of Wisconsin-Extension, and various local organizations on topics ranging from preservation and sustainability, proper building maintenance, and low cost-high impact building improvements. In addition, he serves on the Scenic Byways Advisory Council for the Wisconsin Department of Transportation, and is a former member of the Public Policy Committee for the Wisconsin Trust for Historic Preservation.

