

REPORT OF THE 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

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

ALSO PRESENT: Community Development Director Michael Ostrowski, Joseph Lawniczak, Sarah Robinson, and Cathy Dugan.

INDEX:

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.
-

1. Approval of the reports from the May 4, 2011 and May 10, 2011 meetings.

Motion by Myers to approve the reports as presented; seconded by Siebert. Motion carried 5-0 (Ald. Stroik was not present at the time of vote).

2. Presentation and discussion by Joe Lawniczak, Design Specialist for Wisconsin Main Street, on the Simple and Effective Solutions for Downtown Building Improvements.

Joe Lawniczak, Design Specialist for Wisconsin Main Street gave a presentation (Attachment A) on the simple and effective solutions for downtown building improvements. The presentation touched on the following elements:

- Building improvements,
- New infill construction,
- Public improvements,
- Signage and awnings,
- Visual merchandising,
- Historic preservation planning, and
- Sustainability.

The presentation was for informational purposes only.

3. Other business.

No other business

4. Adjourn.

Motion by Curtis to adjourn; seconded by Myers. Motion carried 5-0 (Siebert was not present at the time of vote).

Meeting adjourned at 6:10 PM.

Attachment A



What Is Main Street?

WISCONSIN MAIN STREET

- Four Point Approach
 1. Organization
 2. Promotion
 3. Economic Restructuring
 4. Design

NATIONAL TRUST
Historic Preservation

A slide with a spiral binding on the left side. It features the Wisconsin Main Street logo, which includes a small illustration of a street scene. Below the logo is the text 'NATIONAL TRUST Historic Preservation'.

Main Street Design

- Building Improvements
- New Infill Construction
- Public Improvements
- Signage & Awnings
- Visual Merchandising
- Historic Preservation Planning
- Sustainability

A slide with a spiral binding on the left side, listing various components of Main Street Design.

Building Improvements

Two side-by-side black and white photographs. The left photo shows a building under renovation with extensive scaffolding. The right photo shows a finished storefront with a new awning and signage.

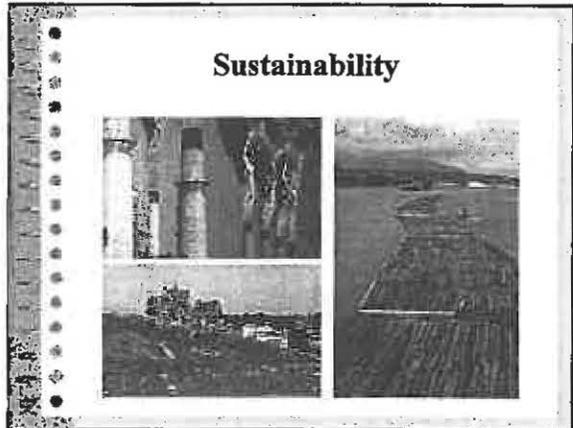
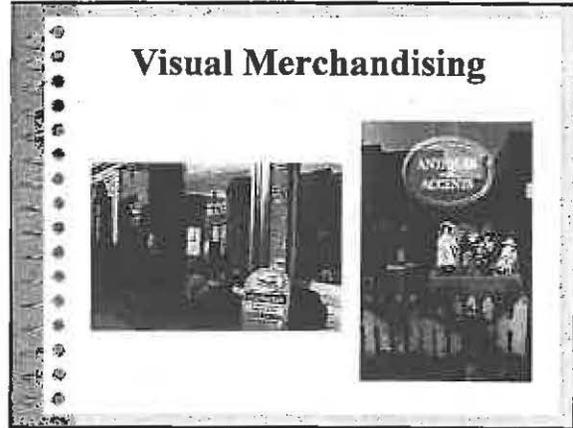
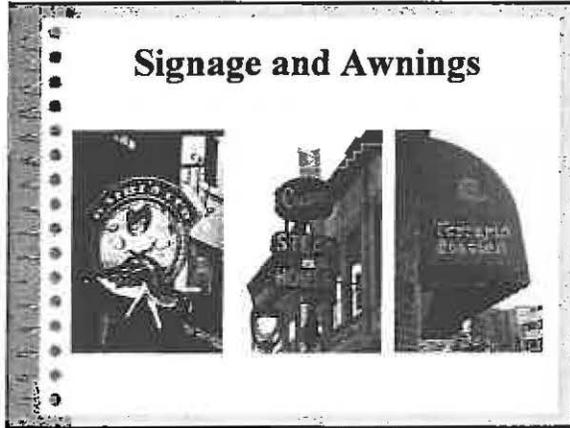
New Infill Construction

Two side-by-side black and white photographs. The top photo shows a modern, multi-story building under construction. The bottom photo shows a historic building with a new section added, illustrating infill construction.

Public Improvements

Two side-by-side black and white photographs. The left photo shows a street cleanup with workers and equipment. The right photo shows a street scene with people walking and a building in the background.

A t t r e m b o t t A



Design Assistance

ARCADE BUILDINGS - STEVENS COUNTY

Design Assistance

OLD MARKET - STEVENS COUNTY, WI

Design Assistance

BEA'S PIZZA SHOP - STEVENS COUNTY

Design Assistance

CENTRAL WISCONSIN CHILDREN'S MUSEUM - STEVENS COUNTY, WI

Design Assistance

HISTORIC HOSPITAL PUBLIC SQUARE RENOVATION - STEVENS COUNTY, WI

What Is Historic Preservation?

Preserving and protecting the irreplaceable

Why is Historic Preservation Important?
Center of Community

Why is Historic Preservation Important?
Unique Sense of Place – No Two Downtowns Alike

Anyplace, USA

It's the Real Thing

Lifestyle Centers

Historic Preservation Makes Economic Sense

“Historic preservation makes cities viable, livable, and equitable”

Preservation Makes Economic Sense

Series of restorations = unified image

Results in...

- More customers = better & more businesses
- Higher rents & less vacancy = higher income
- Increased activity = more people living in district
- More opportunities for upper level residential, etc.

Preservation Makes Economic Sense

For the economic benefit of the building owner
To protect owner's investment



Florida Study

http://www.flheritage.com/preservation/economic_impact.pdf

Missouri Study

<http://www.dnr.mo.gov/pubs/pub1230.pdf>

Preservation Makes Economic Sense

Even modest improvements can make a visible difference



Preservation Makes Economic Sense

Historic building materials have lasted for decades, can be repaired
Less costly than total replacement



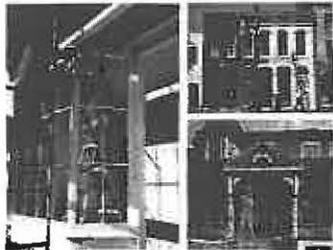
Preservation Makes Economic Sense

Existing buildings already served by utilities & infrastructure



Preservation Makes Economic Sense

Often requires less time than new construction (and time is money)
More labor intensive (creates more local jobs, \$\$\$ stays in area)



Preservation Makes Economic Sense

Creates Green Jobs!!!!

By 2010

\$30-\$60 billion will be spent on new constr.

\$240 billion will be spent on renovations

Source: McGraw Hill

Preservation Makes Economic Sense

Nearly impossible to build same quality today for reasonable price



Preservation Makes Economic Sense

Most can be adapted to a mix of uses

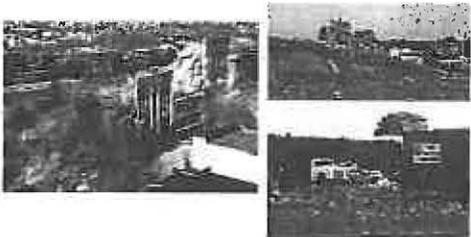


Historic Preservation Is Environmentally Friendly Too

"We can't consume our way to sustainability, but we can conserve our way"

Historic Preservation Is Environmentally Friendly

Eliminates need for large scale demolition (and less landfill space)



Historic Preservation Is Environmentally Friendly

Effects of Demolition

More than 100 million tons of construction and demolition waste are generated in the U.S. each year.



Historic Preservation Is Environmentally Friendly

Effects of Demolition

Typical historic downtown building:
Two stories, 25 feet wide, 100 feet deep

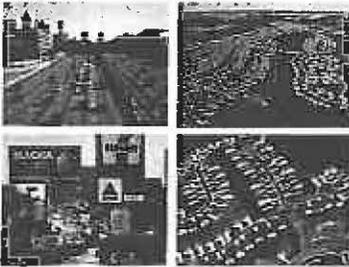
If demolished, wiped out benefits of last 1,344,000 recycled aluminum cans

And that's only impact on landfill
Not the embodied energy wasted
Nor the embodied energy needed for replacement



Historic Preservation Is Environmentally Friendly

Reduces sprawl by reusing existing buildings already in place



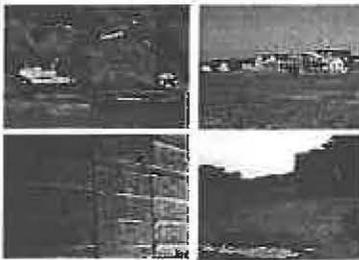
Historic Preservation Is Environmentally Friendly

Reduces sprawl by reusing underutilized existing spaces for housing



Historic Preservation Is Environmentally Friendly

Consumes far less natural resources than new construction



Historic Preservation Is Environmentally Friendly

Uses far less embodied energy (manuf/shipping of new materials)

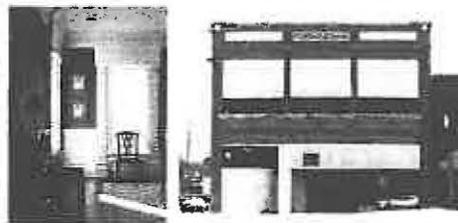


Historic Buildings Are Inherently Good At Conserving Energy

"The greenest building is one that already exists"

Historic Buildings Inherently Good At Conserving Energy

Large glass area = more natural light & solar heat gain
Requires less electricity for lighting and gas for heating



Historic Buildings Inherently Good At Conserving Energy

Operable windows allow for natural ventilation



Open upper sash = warm air escape
Open bottom sash on shaded side = pull in cool air/displace warm

Historic Buildings Inherently Good At Conserving Energy

High ceilings = better air circulation (espec. when ceiling fans used)



Historic Buildings Inherently Good At Conserving Energy

Proper Use of Awnings



Can reduce heat gain by 65%

Historic Buildings Inherently Good At Conserving Energy

Masonry = better insulating value than metal or vinyl (thermal mass)



Historic Buildings Inherently Good At Conserving Energy

Operable windows = more natural ventilation
Often new caulking, glazing compound & storm windows = efficient



Historic Buildings Inherently Good At Conserving Energy



Don't Buy The Ads

Historic Buildings Inherently Good At Conserving Energy



Designed to Sell
Curb Appeal
Renovation Realities

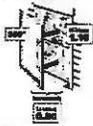
Extreme Makeover: Home Edition
This Old House
Holmes on Homes
Trading Spaces



Sell This House
Flip This House
Find & Design

Historic Buildings Inherently Good At Conserving Energy

Let the Numbers Convince You: Do the Math



Single-pane window
Heat loss: 100 BTU/hr



Double-pane thermal
Heat loss: 50 BTU/hr



Low-emissivity double-pane
Heat loss: 30 BTU/hr



Triple-pane window
Heat loss: 15 BTU/hr

100 sq. ft. window	100,000 BTU	50,000 BTU	30,000 BTU	15,000 BTU
Annual heating cost*	\$10.00	\$5.00	\$3.00	\$1.50
Annual energy savings		\$5.00	\$6.50	\$8.50
Payback period	10 years	5 years	4 years	3 years

*Based on a heating cost of \$10.00 per 100,000 BTU. Assumes a 10% discount rate and a 10-year life span.

Secretary of Interior Standards

The Secretary of the Interior's
Standards for Rehabilitation
and Guidelines for
Rehabilitating Historic Buildings

Proper Change of Use




Improper Change of Use



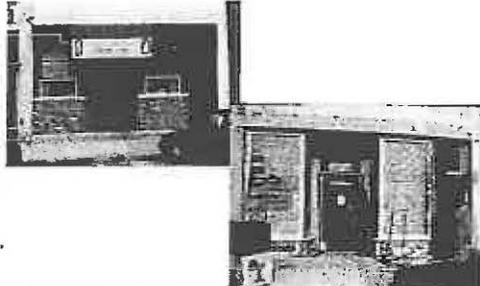
Retain Character-Defining Elements



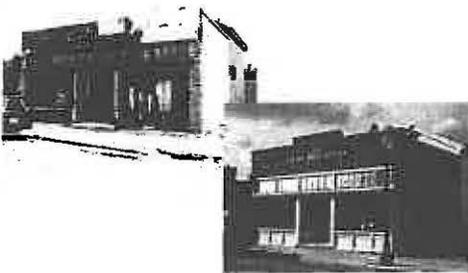
Don't Add False Styles



Remove Past Inappropriate Changes



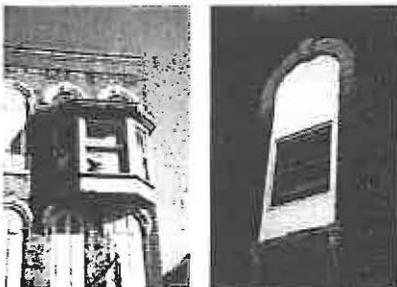
Repair Rather Than Replace



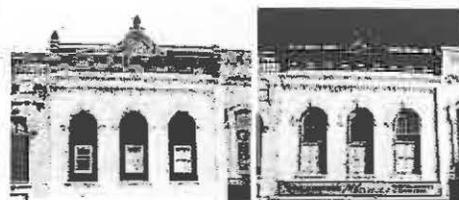
Repair Rather Than Replace



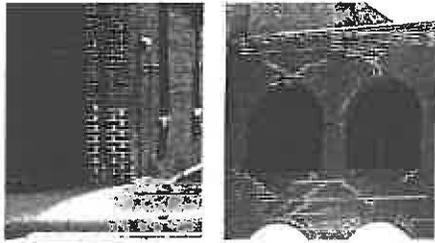
Replacements Should Match Original



Replacements Should Match Original



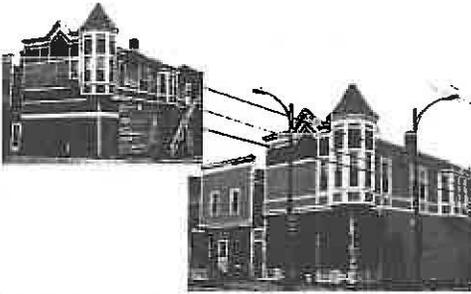
New Mortar Should Match Original



New Brick Should Match Original



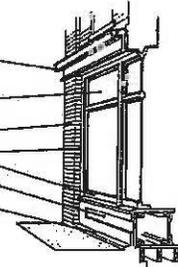
New Siding Should Match Original



Use Quality Construction/Materials

STOREFRONT WITH TRADITIONAL MATERIALS

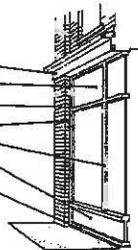
- A casement can be constructed with wood framing, plywood and mullings with a sloping sheet metal cap sheet above. The cornice spans the top of the storefront, or an cornice is masonry or prefabricated base.
- Transoms are optional design elements that help to break up the massive effect of the large sheets of glass. Transoms windows can be fixed, tilted or double hung.
- Masonry piers are necessary and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed in wood. The sill slope forward for drainage.
- The bulkheads are constructed with wood framing and a plywood back with trim applied to it.
- The storefront sits on a masonry or concrete base to prevent water damage.



Use Quality Construction/Materials

STOREFRONT WITH CONTEMPORARY MATERIALS

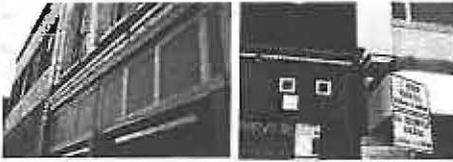
- A cornice is made with sheet metal over a wooden frame.
- Optional transoms can be removed, fixed, tilted or double hung.
- Masonry piers are necessary and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed with aluminum and glass or polycarbonate.
- Bulkheads are constructed of aluminum framing and a plywood panel with trim applied to it.
- The storefront sits on a masonry or concrete base.



Use Quality Construction/Materials



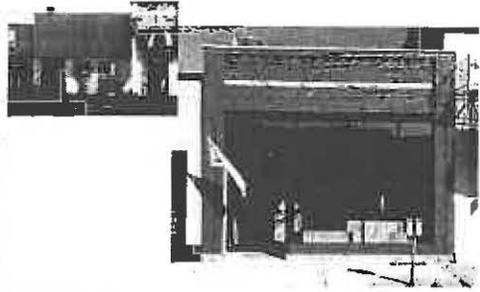
Use Quality Construction/Materials



Good

Bad

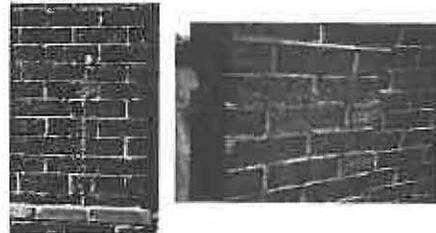
New Materials CAN Be Used



Don't Cheat



Never Sandblast!!!



Use Gentlest Cleaning Method Possible



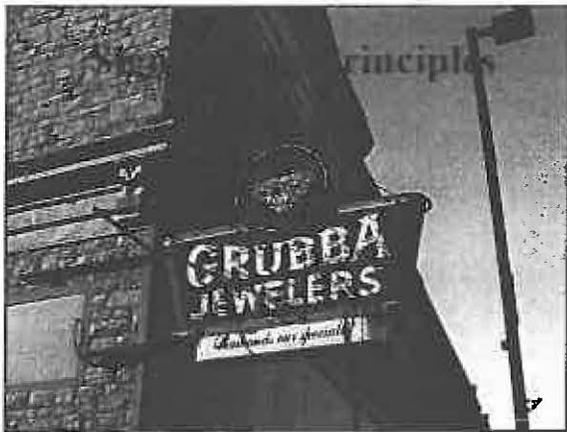
Don't Conceal



Don't Conceal (EIFS)



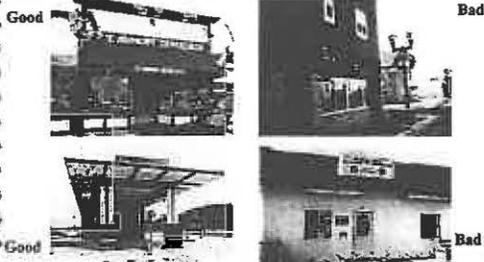
Don't Conceal (EIFS)



Character/Image



Character/Image



Continuity



Many Appropriate Styles



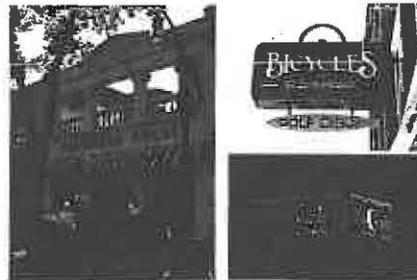
Sign Design Principles

Inappropriate Sign Types

Inappropriate Sign Types Internally-Lit



Exceptions to the Rule

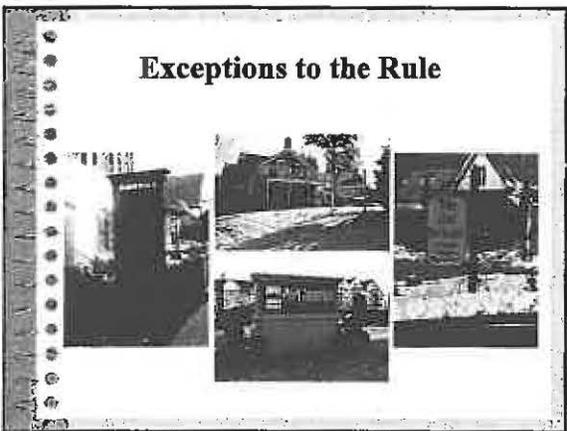
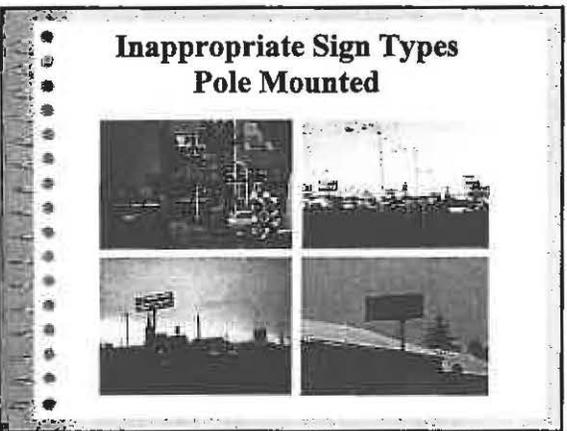
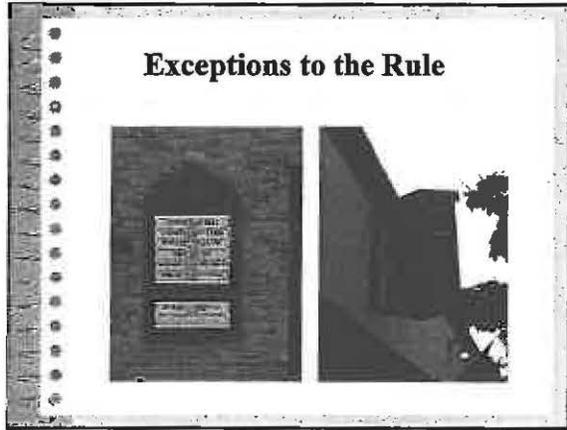


Inappropriate Sign Types Readerboards



Exceptions to the Rule





Sign Design Principles

**Appropriate
Sign Types**

Projecting Signs



Projecting Signs



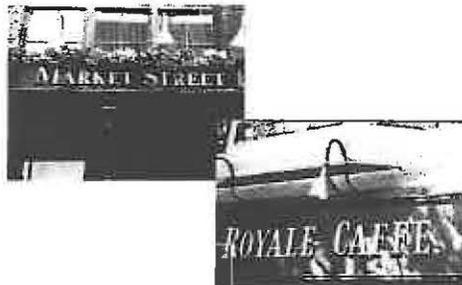
Hanging Signs



Flush-Mounted Signs



Raised Letter Signs



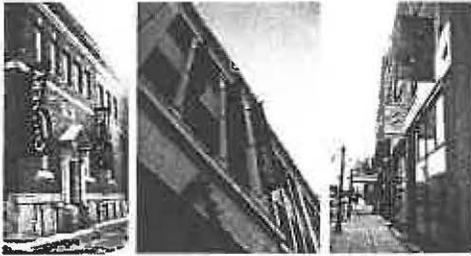
Window Signs - 25-30% Max



Window Signs



Banners



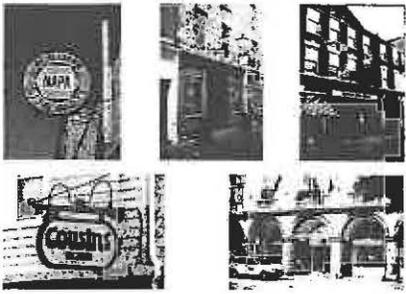
Neon Signs

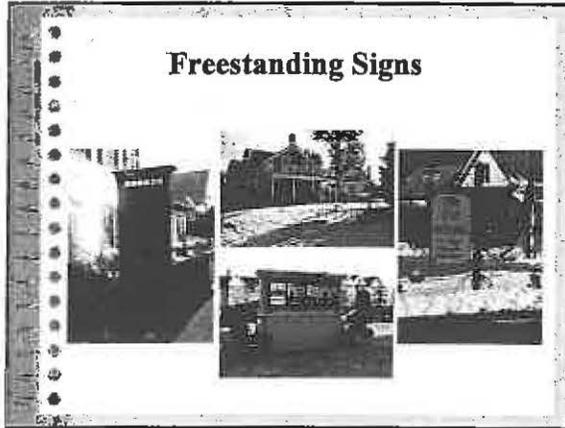


Franchise Signs



Franchise Signs





How is Your Design Review Board Viewed?

The Design Police???
The Sign Nazis???
The Hysterical Society???
A Laughing Stock???
OR
Open-Minded, Helpful, Knowledgeable, Respectful, Logical???
A Seamless Step in the Review Process???
A Partner???

Why Is Design Review Important?



Last step in assuring quality
Most building owners WANT to do the right thing
Even some designers & contractors don't have HP experience
It's a means of education, along with other preservation tools (design guidelines, etc.)

Types of Design Review

As part of grant or loan program

As part of a local ordinance

Binding or advisory

Preservation/Landmarks Commission or Design
Committee or Both

The Make-Up of a Review Board

5-7 Members (maximum)

Members Should...

- Have an understanding of hist. pres. & design
- Be diplomatic
- Know when to compromise
- Know when to stand firm
- Treat applicants with respect
- Be realistic and logical



Understanding of HP & Design

Decisions made relate to historic pres. & design

Must determine what is appropriate or not

Must be able to offer alternatives or advice

Must be able to educate applicants



Understanding of HP & Design

Must base all decisions on formal design guidelines

Must be consistent

Must document all approvals & denials

Must document all compromises & why



Diplomacy

Fine line between too lenient & too stringent

- Too lenient = jeopardize historic integrity/lose respect
- Too stringent = drive developers/investors away

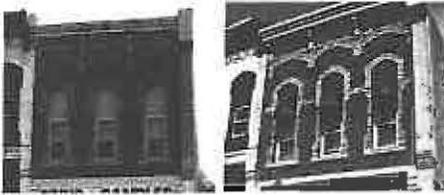
Compromise: When & Why?

Choose your battles

- Is it truly an improvement even if it's not perfect?
- Does it avoid destroying historic elements?
- Can you allow it without setting unwanted precedents?
- Is it better than nothing being done at all?
- Is owner doing great work on other parts of building?
- Do existing conditions or the use of the building affect what can or cannot be done?

Compromise: When & Why?

Is it truly an improvement even if not perfect?



Compromise: When & Why?

Is it truly an improvement even if not perfect?



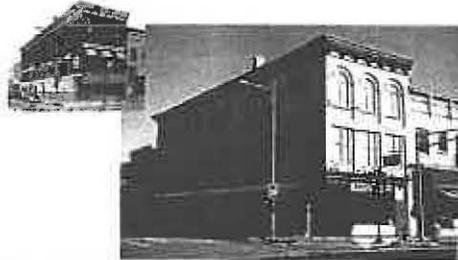
Compromise: When & Why?

Is it truly an improvement even if not perfect?



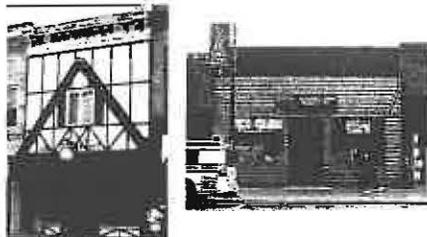
Compromise: When & Why?

Is it truly an improvement even if not perfect?



Compromise: When & Why?

Does it avoid setting unwanted precedents?



Compromise: When & Why?

Does it avoid setting unwanted precedents?



Compromise: When & Why?

Does it avoid setting unwanted precedents?

Compromise: When & Why?

Does it avoid destroying or concealing historic elements?

Compromise: When & Why?

Does it avoid destroying or concealing historic elements?

Compromise: When & Why?

Does it avoid destroying or concealing historic elements?

Compromise: When & Why?

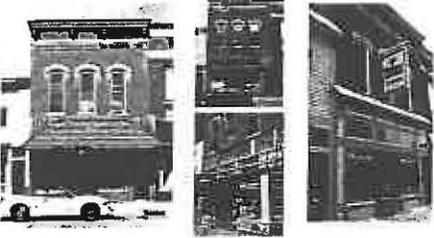
Is it better than nothing being done at all?

Compromise: When & Why?

Is it better than nothing being done at all?

Compromise: When & Why?

Do existing conditions dictate what gets done?



Compromise: When & Why?

What is the use of the building?



Compromise: When & Why?

Are there more appropriate alternatives?

- Can it be done in phases?
- Is there a temporary solution for now?

Compromise: When & Why?

Can it be done in phases?



Compromise: When & Why?

Are there temporary solutions?



Compromise: When & Why?

Are there temporary solutions?



Compromise: When & Why?

Be diplomatic...it works

- Don't automatically disregard their ideas (listen)
- Politely recommend alternatives when appropriate
- What if they did "this" instead of "that"?
- Make them think it was their idea

Compromise: When & Why?

Avoid forcing personal preferences on applicant

- Don't get too hung up on paint colors
- More important that restoration done right
- Merely recommend using historic color palettes
- Modern replacements of missing features not always bad
- Proportions, transparency & quality most important
- Still avoid inferior replacements (vinyl, EIFS, etc.)

Compromise: When & Why?

Don't Get Too Hung Up On Paint Colors

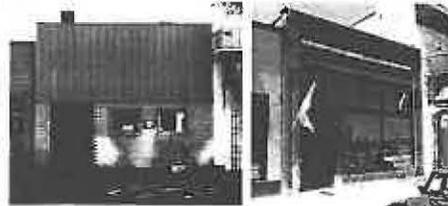


OK Paint Scheme

Bad Paint Scheme

Compromise: When & Why?

Modern Replacements of Missing Features Not Always Bad



Compromise: When & Why?

Modern Replacements of Missing Features Not Always Bad



When To Stand Firm

Red Flag Items...

- Does it jeopardize the historic integrity?
- Does it destroy any historic elements?
- Will it set unwanted precedents?
- Is it worse than doing nothing at all?
- Are the materials inferior to the originals?
- Could the elements have been repaired & not replaced?
- Does it negatively affect the overall bldg composition?
- Will it bring down neighbor's property values?

When To Stand Firm

Make sure masonry repair is done properly

When To Stand Firm

Never allow inferior replacements

When To Stand Firm

Make sure replacement windows fill entire original opening

When To Stand Firm

Stress Quality

Good

Bad

When To Stand Firm

Stress quality in all carpentry

Good

Bad

When To Stand Firm

Make sure signs fit logically on facade

Good

Bad

When to Stand Firm

Avoid vinyl & backlit

When to Stand Firm

Don't allow mansard canopies

When to Stand Firm

Don't allow awnings to overwhelm the storefront

Bad

Good

When To Stand Firm

Don't allow suburban or out-of-scale new construction in historic districts

When To Stand Firm

Be sure new construction blends with adjacent

How is Your Design Review Board Viewed???

The Design Police???

The Sign Nazis???

The Hysterical Society???

A Laughing Stock???

OR

Open-Minded, Helpful, Knowledgeable, Respectful, Logical???

A Seamless Step in the Review Process???

A Partner???