

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, August 14, 2013 – 4:30 p.m.

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

PRESENT: Lee Beveridge, Alderperson Mary Stroik, Kathy Kruthoff, Tim Siebert, and George Hanson

ALSO PRESENT: Director Michael Ostrowski, Economic Development Specialist Kyle Kearns, City Attorney Andrew Beveridge, Alderperson Tony Patton, Charles Grubba, Bob Wolensky, Brandi Makuski, Cathy Dugan, Jeff Brown, Kelly Kizewski, and Marty Kizewski.

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Discussion and possible action on the following:

1. Approval of the report from the June 5, 2013 and July 16, 2013 HPDRC meetings.
2. Request from Marty and Kelly Kizewski for design review of exterior façade improvements and signage at **1008 Main Street (Parcel ID 2408-32-2029-20)**.
3. Request from Jeff Brown for façade improvement grant funds in the amount of \$10,389.60 and design review for exterior building work at **1140 Clark Street (Parcel ID 2408-32-2026-32)**.
4. Request from Mark Grubba, representing M&C of Stevens Point LLC, for façade improvement grant funds in the amount of \$25,333.00 and design review for exterior building work at **949 Main Street (Parcel ID 2408-32-2018-01) and 937 Main Street (2408-32-2018-02)**.
5. Determination of Eligibility (DOE) submission of potential historic districts or sites to the Wisconsin Historical Society regarding the Business 51 road reconstruction project.
6. Adjourn.

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1. Approval of the report from the June 5, 2013 and July 16, 2013 HPDRC meetings.

Motion by Commissioner Siebert to approve the reports from the June 5, 2013 and July 16, 2013 HPDRC meetings; seconded by Commissioner Kruthoff. Motion carried 5-0.

2. Request from Marty and Kelly Kizewski for design review of exterior façade improvements and signage at **1008 Main Street (Parcel ID 2408-32-2029-20)**.

Economic Development Specialist Kyle Kearns explained that the business, Pass It On Consignments, had relocated from Plover about two weeks ago and had started renovating the façade and painting the exterior of the building to match their logo and design colors without staff or Historic Preservation Design Review Commission approval. The request is being brought before the Commission after the fact for design review of the façade painting scheme and for a request for signage.

Kelly Kizewski, owner of Pass It On Consignments, explained they should have checked for regulations, but coming from the Village of Plover where there were no regulations regarding

the façade it was assumed none existed in downtown. She was informed of the guidelines and necessary approval when the sign company came in for a sign permit. Furthermore, her intent was to never do anything that was inappropriate or against what the downtown district wanted. Mrs. Kizewski continued stating she would like to keep the colors of her logo and business, but did have some alternative proposals.

Mr. Kearns answered regarding signage, stating that according to our review it meets the requirements and guidelines for signage within downtown. However, typically we don't like to see or approve a billboard type sign, which the proposed signage mimics. Ms. Kizewski stated that if the yellow is too bright, they can get rid of that with the medallions on the bottom and the outline of where the sign was going to go, however the inside where they were going to put the large sign is all rotted. Marty Kizewski explained the backing board is just painted plywood, to which Ms. Kizewski added fixing it would be an expense she was not anticipating, so she would prefer putting the large sign up covering the wood. She added if the color scheme of the sign was too much, she can get rid of the ripples or could also cut down the sign by cutting out the letters/logo and redo the backing painted blue to match the rest. Commissioner Siebert asked if the sign was flat, to which Ms. Kizewski stated yes.

Commissioner Kruthoff asked who owned the building to which Ms. Kizewski answered the building is owned by Tim Schertz. She then stated that the commission has worked with the owner previously on several occasions and he should have been aware and informed of the approvals needed within downtown. Commissioner Kruthoff added she is grateful for the business, but the commission has to look at the big picture and has the duty of following and enforcing the guidelines. Mr. Kizewski asked what the guideline is regarding certain colors for the downtown, to which Commissioner Kruthoff answered there is no defined color pallet.

Mr. Kizewski stated they would need something to say what they actually can do, or what colors they can use. He added the sign that was first proposed is made out of ¼ inch alum-a-lite which is a plastic and thin aluminum coding that would cover the area preventing any moisture and water from infiltrating. He continued to state otherwise there will have to be major restoration of this area because paint cannot be applied on the wood that is there now. Chairperson Beveridge asked if the entire signable area is covered in wood, to which Mr. Kearns answered the signable area is from the top of the first floor windows to the sill of the second floor windows. Mr. Kearns reminded the commission the guidelines are in place to maintain the historical character of downtown. He continued, stating that upon staff review and when comparing other painting schemes downtown, staff feels the colors are very vibrant and do not match other buildings downtown.

Commissioner Beveridge asked if the Play N' Learn sign met the guidelines, as it appears the entire panel is the sign, to which Mr. Kearns stated we would consider the outlined portion that is outset from the wood backing as the sign which would be measured to determine square footage. Mr. Kizewski stated the Play N' Learn sign was a piece of plywood cut out, painted, and put on the backing. Additionally, he added to paint a sign on wood requires upkeep, but with

using the newer products it is less maintenance and will not weather. Commissioner Beveridge stated we do not have as much of a problem with the materials used, as we do with the vibrant colors, to which Mr. Kizewski asked for a range of colors.

Commissioner Hanson asked if the round sign was similar to the Play N' Learn, to which Ms. Kizewski pointed out that is what one of the other renderings proposes. Furthermore, she stated the sign could be constructed without all the ripples, making it smaller. Director Ostrowski stated the sign measurement would then occur from the sign lettering, and if there was a logo that extended beyond the lettering that would be included areas well, but in terms of size there does not appear to be a concern.

Commissioner Siebert asked what year this structure was built, to which Commissioner Hanson stated the 1920's, and Director Ostrowski pointed out the assessor data sheet states 1875. Commissioner Siebert added the Victorians used vibrant and bright colors, but we don't really know what the colors were in the 1900's.

Aldersperson Mary Stroik asked if grant funds could be used to fix the backing and do the sign, to which Director Ostrowski stated the repairs and renovations yes, but we don't typically approve grant funds for signs due to them changing more often. Commissioner Siebert confirmed the back board would be included to which Director Ostrowski stated grant funds could apply.

Ms. Kizewski stated that he can have the sign company make the sign, but the question is what colors are allowed.

Cathy Dugan, 615 Sommers Street, suggested that the Historic Preservation and Design Review Commission have a color pallet which applicants can be referred to in situations like this.

Chairperson Beveridge pointed out many who have come before the committee have done the research and have used Victorian pallets from any of the paint companies available, and that is our recommendation. He continued stating that we do not have a pallet on hand, but would suggest sticking with an appropriate color for a building at that time.

Ms. Kizewski stated another option similar to this sign exists, sticking with the oranges and muted yellow, but a muted yellow with a paisley pattern will replace the blue. Furthermore, she reiterated the quicker she gets a sign up, the more people will see where they are at.

Commissioner Kruthoff commented that she understands the request, but feels the commissioner has an obligation and guidelines to follow to protect the integrity of the district. She then asked what they were planning for the awning, to which Ms. Kizewski answered she has no intention of replacing it, and would not use it unless it was raining.

Chairperson Beveridge stated we will not solve this at this meeting, and stated if it is acceptable to the committee that the chairperson and staff have permission to work with the applicant to

review colors and signage. Commissioner Siebert asked what we do about a temporary sign for them, to which Ms. Kizewski stated they have the old sign from the other building which is not attached and is taken in every night. Director Ostrowski stated that staff can work quickly in developing a color pallet and get the sign moving quickly for the business. Mr. Kizewski asked if they could use the 4 x 4 sign that they have now temporarily, to which Chairperson Beveridge replied yes, for a limited time.

Ms. Kizewski asked for clarification that they are ok to use the entire space for the sign, to which Mr. Kearns stated yes and provided examples of signs previously discussed. Ms. Kizewski then asked if changing the blue to the muted gold color with the paisley background would be acceptable, to which Commissioner Siebert stated it is ok if it fits the color pallet.

Motion by Commissioner Siebert to allow staff and the chairperson of the commission to work with the applicant to determine a paint scheme for the façade and permanent signage while allowing for temporary signage to exist; seconded by Commissioner Kruthoff. Motion carried 5-0.

3. Request from Jeff Brown for façade improvement grant funds in the amount of \$10,389.60 and design review for exterior building work at **1140 Clark Street (Parcel ID 2408-32-2026-32)**.

Economic Development Specialist Kyle Kearns summarized the request, which included the installation of second story residential windows, three awnings, removal and relocation of vent grates, repainting of all wooden boards, installation of a new door along Strongs Avenue, and the restoration of the west building façade. Furthermore Mr. Kearns explained that the west side does not technically face a public right of way but it is very visible from Clark Street and is in dire need of repair. Therefore, staff recommends approving the grant funds with the conditions outlined in the staff report.

Commissioner Siebert asked if the awnings were retractable, to which Jeff Brown answered no, it is a permanent awning.

Chairperson Beveridge asked if the wood area would remain dark green, to which Mr. Brown stated no, a burgundy red closely matching the roof is proposed. Commissioner Siebert then asked if the awning would be kept, to which Mr. Brown answered yes with a similar fringe as the others identified in the staff report. Chairperson Beveridge stated his support for the project activities proposed. Chairperson Beveridge then asked if the chimney along the west wall has been removed, to which Director Ostrowski clarified he thinks the chimney is still there, just not visible from the photos. Chairperson Beveridge continued stating he sees no problem with stabilizing and painting the west wall.

Commissioner Siebert asked why vinyl windows were proposed, as they don't last as long and stated he would like to see aluminum or wood instead. Mr. Brown stated that he asked the contractor to match what is there currently along the south façade.

Alderperson M. Stroik expressed concern for the awnings as a possible traffic issue, to which Mr. Brown stated he had the awning contractor follow all of staff recommendations, and Director Ostrowski confirmed it is a lit intersection and they are up higher so they should not pose a problem. Mr. Brown explained that Strongs Avenue is nice but when it gets by his building, it turns into an alley, so he wants to bring the building back out so it says something about that side of the street.

Commissioner Siebert asked about the door and if it was going to be brought out or left recessed, to which Mr. Brown explained the one that is recessed is the kitchen door and the one that is going to be replaced is further north. Furthermore, he explained that it is a security exit, which will remain open during the day and will have a more architectural appeal with glass.

Mr. Brown explained that the vents found in a few windows are proposed to be relocated through the building façade and painted to match. Chairperson Beveridge clarified if the piping would be brought through the wall, to which Mr. Brown stated yes above or alongside the windows. Mr. Kearns pointed out that penetration of the façade for exhaust vents is prohibited and asked if possible to hook into existing vents or through the roof. Mr. Brown explained that when taking out the other grates, there will not be any other vents to hook into. Commissioner Siebert asked if you could use a window as a vent, to which Mr. Brown stated he might as well leave it the way it is then. Commissioner Kruthoff asked if we can move approval of all the other items and leave this matter out for further investigation, to which Director Ostrowski stated yes.

Motion by Commissioner Kruthoff to approve the façade improvement grant funds in the amount of \$10,389.60 and design review for the exterior building work at 1140 Clark Street with the following conditions:

- **The proposed awnings shall not impede the view of the existing murals.**
- **Second floor windows shall match that exactly of the window opening. Transom pieces or inserts shall be prohibited.**
- **The applicant shall work with the chairperson and designated agent to determine a more appropriate solution to relocate exhaust vents and piping.**
- **Second floor window color shall match with the existing windows.**
- **Door and framing shall match in color with those found on the main entrance of the building.**
- **At least half of the proposed door shall incorporate glass as a window.**
- **The applicant shall work with the HP/DRC chairperson and designated agent to finalize the color scheme for the awnings, and wood.**
- **Painting shall only occur on existing wood trim or paneling. Installation of new wood trim or paneling and painting in new areas shall be prohibited.**
- **The applicant shall submit an updated bid from Duralum Siding, Windows & Sunrooms, outlining exact costs and awning details and dimensions at which time the**

designated agent and chairperson shall have the authority to review and/or approve the proposal.

- All work shall be completed within one year.
- Project must adhere to Façade Improvement Grant Program Guidelines
- No funds shall be disbursed until project is fully completed.
- The maximum City participation shall not exceed \$10,389.60 and no individual costs shall exceed the following, unless approval has been given to the HP/DRC chairperson and designated agent in reviewing additional bids or building improvements:

Improvements	Cost	Proposed Matching Grant Assistance
West Wall	Eisner Construction - \$4,381.49	\$2,190.745
Door	Duralum - \$1,399.26	\$699.63
Painting	Golden Sands Decorating - \$520.00	\$260.00
Windows	Eisner Construction - \$5,236.00	\$2,618.00
Awnings	Duralum - \$9,260.44	\$4,630.22
TOTAL (Lowest Bid)	\$20,797.19	\$10,389.595

seconded by Alderperson Mary Stroik.

Commissioner Siebert moved an amendment to the motion of prohibiting the use of vinyl windows and requiring aluminum or wood. Amendment failed due to a lack of a second.

Motion carried 5-0.

4. Request from Mark Grubba, representing M&C of Stevens Point LLC, for façade improvement grant funds in the amount of \$25,333.00 and design review for exterior building work at **949 Main Street (Parcel ID 2408-32-2018-01) and 937 Main Street (2408-32-2018-02)**.

Economic Development Specialist Kyle Kearns explained this request includes façade improvement activities for Grubba Jewelers and the Companion Shop but the contracts will be separate for each building.

Charlie Grubba, representing the applicant, stated he would like to keep everything the same color as before. Furthermore, the request includes windows in the first building to be painted and scrapped along with stone to be tuckpointing.

Commissioner Siebert asked if there was any proposal to do anything with the panel, to which Mr. Grubba stated we are not replacing anything unless it is rotted.

Chairperson Beveridge stated this is a good project. Commissioner Hanson asked if they will be replacing some of the sandstone that has chipped away, to which Mr. Grubba answered

probably sandblasting. Commissioner Siebert emphasized sandblasting is damaging. Mr. Kearns stated there is the condition placed on the approval that states abrasive cleaning methods are prohibited. Mr. Kearns added that with a single bid for masonry was submitted and due to the amount of work to be performed, staff recommends a second bid for masonry be submitted. He added the request does include repair and maintenance of the sign, which is a very historic sign in our downtown and is in need of desperate repair. Mr. Grubba stated Bushman Electric would have to physically remove the sign and take it back for repairs and refurbishing, as it is from 1939. Commissioner Hanson asked if any of the neon that had not worked will be fixed, to which Mr. Grubba stated correct, full restoration will occur.

Commissioner Hanson asked if the wooden area on the east facade is in use, and what lies behind it, to which Mr. Grubba stated he did not know and it was there when the building was purchased from Shippy's. He then asked if there is any historical value, or can that be taken off and left brick, to which Chairperson Beveridge stated it is a good idea to investigate. Commissioner Hanson then asked about the back entrance of the Hostel Shoppe, to which Mr. Grubba stated it will be painted all the same colors as it currently is.

Commissioner Beveridge commented that when cleaning the exterior, sandblasting and abrasive chemical methods cannot occur, only soap and water. Commissioner Hanson asked about the façade that is being painted, specifically relating to the upper detailing. Mr. Grubba responded, stating the proposed paint is the same color but detailing can be accented with another color. Commissioner Hanson stated he would prefer the accent as it adds character and asked that it complement the building. Chairperson Beveridge stated he and staff would work with them to pick out a color scheme. Commissioner Hanson asked if the brackets for the sign could be painted to blend into the building. Chairperson Beveridge summarized the added conditions regarding paint.

Motion by Commissioner Siebert to approve the façade improvement grant funds in the amount of \$25,333.00 and design review for exterior building work at 949 Main Street and 937 Main Street with the following conditions:

- **The applicant shall submit proof of insurance showing current coverage.**
- **A second bid for masonry work shall be submitted and reviewed and/or approved by the chairperson and designated agent.**
- **Wood shall only be installed in place of rotted or deteriorated wood. No new wood shall be placed on the building façade at locations where stone or brick is exposed.**
- **The applicant shall work with chairperson and designated agent to identify a paint color scheme appropriate for the building accents and metal cornice.**
- **Bracketing for the projecting sign shall be painted to more closely match existing colors. An updated sign bid shall be submitted and reviewed/approved by the chairperson and designated agent.**

- The applicant shall work with chairperson and designated agent to investigate the material behind the wall sign along the east façade and/or appropriate restoration or removal activities.
- Abrasive cleaning methods for masonry shall be prohibited. The designated agent and chairperson shall work with the applicant to approve any cleaning method used.
- Tuck pointing shall match to the greatest extent possible the original mortar and spacing on the building.
- The building name/date plate and date shall be preserved and restored.
- Second Floor windows shall be painted to match the beige/light brown color proposed for the wood.
- Stone window sills and stone window accents above windows shall not be painted.
- All work shall be completed within one year.
- Project must adhere to Façade Improvement Grant Program Guidelines.
- No funds shall be disbursed until project is fully completed.
- The maximum City participation shall not exceed \$25,333.00 and no individual costs shall exceed the following, unless approval has been given to the HP/DRC chairperson and designated agent in reviewing additional bids or building improvements:

Improvements	Cost	Proposed Matching Grant Assistance
Masonry	Don Dulak & Son Masonry Inc - \$35,800.00	\$17,900.00
Painting	Tom's Painting - \$6,900.00	\$3,450.00
Wood	SRS Construction - \$866.00	\$433.00
Signage	Bushman Electric Crane & Sign - \$7,100.00	\$3,550.00
TOTAL (Lowest Bid)	\$50,666.00	\$25,333.00

seconded by Commissioner Hanson. Motion Carried 5-0.

5. Determination of Eligibility (DOE) submission of potential historic districts or sites to the Wisconsin Historical Society regarding the Business 51 road reconstruction project.

Mr. Kearns explained a letter was received from Heritage Research Company, prompted by the Business 51 road reconstruction project, regarding Determinations of Eligibility on potential historic districts that were identified in the intensive survey done in 2011. He continued explaining DOE's are part of the process when federal funds are used to perform reconstruction projects such as the Business 51 corridor reconstruction project. Mr. Kearns clarified even though these districts are not yet recorded, the DOE letters are informative and allow the commission to comment. However, comments from the Commission will be more beneficial when a definite project option is determined. Lastly, the DOE's incorporate 90% of the total work needed for state and national district recognition of which the Commission has shown interest to eventually pursue.

Discussion amongst Commissioners ensued regarding the four Business 51 road reconstruction options. Primary discussion amongst Commissioners included lane design, bike lanes, boulevards, terraces, medians, and the impact on any historic structures and/or districts along the Business 51 corridor. No action was taken.

6. Adjourn.

Meeting adjourned at 5:54 p.m.