

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

September 4, 2013 – 4:30 p.m.

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

PRESENT: Lee Beveridge, Tim Siebert, Karl Halsey, and Alderperson Mary Stroik

ALSO PRESENT: Director Michael Ostrowski, Economic Development Specialist Kyle Kearns, Brandi Makuski, Brent Wiersma, Mark Strehlow, and Jon Marty.

INDEX:

Discussion and possible action on the following:

1. Approval of the report from the August 14, 2013 HPDRC meetings.
2. Request from Jon Marty, representing the property owner, for design review approval to renovate and rehabilitate a detached accessory structure at 1500 Clark Street (**Parcel ID 2408-32-1006-19**).
3. Request from Tina Grawlik, representing the property owner, for design review approval of signage at **1105 Main Street (Parcel ID 2408-32-2026-53)**.
4. Façade Improvement Grant Program update and uses of funds.
5. Adjourn.

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1. Approval of the report from the August 14, 2013 HP/DRC meeting.

Motion by Commissioner Siebert to approve the report August 14, 2013 HPDRC meeting; seconded by Commissioner Halsey. Motion carried 3-0.

2. Request from Jon Marty, representing the property owner, for design review approval to renovate and rehabilitate a detached accessory structure at 1500 Clark Street (**Parcel ID 2408-32-1006-19**).

Economic Development Specialist Kyle Kearns stated the property is within the Clark Street Historic District and the request is for a new detached garage. Materials for the detached garage include a traditional style galvanized steel garage door, LP smart trim and cedar shake siding, new wood window, and new roof, soffit and fascia.

Jon Marty, 4570 River Drive, explained they had put new soffit and fascia on the house, installed windows on the first floor, and then rebuilt the dormer in the back with LP Shake siding. He continued stating the home owner wanted the detached garage razed the whole time, but then asked to have the garage fixed with the LP smart siding, along with a new garage door and overhaul with new materials. Mr. Marty continued stating shake siding was chosen as the home has eight inch lap steel siding.

Commissioner Siebert asked where the window was on the garage, to which Mr. Marty stated on the back left side.

Commissioner Beveridge asked if the garage was the same age as the house, to which Mr. Marty responded, it is unlikely as the lumber isn't rough cut, it is smooth.

Alderperson Mary Stroik arrives at 4:34pm.

Commissioner Beveridge points out everything there is original, to which Mr. Marty stated he assumes so since everything there is in pretty bad shape. Commissioner Beveridge stated the guidelines call for replacement of original materials with original materials, and we would have a problem with changing to the proposed siding, and door.

Economic Development Specialists Kyle Kearns presented an example of the material for the windows and trim, and an example of the garage door with the traditional garage design. Commissioner Beveridge maintained that the commissions' hands are tied in that the garage has to stay exactly as it is only with new materials if they are rotted or deteriorated. Furthermore, the Commission can't give permission to change the style. Mr. Marty asked if they can cover the existing siding with new cedar siding, to which Commissioner Beveridge stated if it is resided it should be with the same type of wood as the existing garage. Mr. Marty explained that the roof will be torn off and redone, soffit and fascia overhangs are rotted, and the siding is falling apart. He continued stating the garage door is a safety hazard, and asked if the soffit and fascia could be changed since they had just redone the house. Commissioner Beveridge stated that the house request should have been brought to the commission. Commissioner Siebert confirmed that the door is wood, and that may be an issue as a wood garage door may not be available, or at increased costs. Commissioner Beveridge asked if Mr. Marty could look around for garage door costs and leave it up to the chair and staff to approve the request. Mr. Marty clarified the garage can be basically painted or patched, to which Commissioner Beveridge confirmed you can also replace with like materials if needed. Mr. Marty stated the owner will probably decide to tear it down if he can't change it, to which Commissioner Beveridge stated he can't do that, either.

Director Ostrowski asked if the majority of the siding is rotten, to which Mr. Marty stated not rotted, but rotting and would need to be painted to last any longer. Commissioner Beveridge stated the siding should be repaired if it is repairable; otherwise replace the boards with same size and materials. Director Ostrowski stated in terms of the engineered wood trim, they are trying to save what is there and make it presentable. He does not think it was built the same time as the home. Director Ostrowski continued, pointing out that they are trying to improve the structure and keep it presentable in that district. Director Ostrowski stated some of the existing materials may be either sanded or painted, but they are also trying to make it last. He continued, he does not see the applicant trying to alter the size or shape of the structure, just

some of the existing materials on the exterior, and trying to find a wooden garage door to go with this can be challenging.

Commissioner Halsey pointed out if we do not approve the project, the owner may choose to do nothing until the structure is to the point where you would have to allow it to be replaced with a different material. Mr. Marty added that is what he feels the owner will do with the structure.

Economic Development Specialist Kyle Kearns asked the commission to take into consideration the fact that the house and garage currently don't match. The applicants request involves trying to more closely match the two structures. Furthermore the request should not diminish any historical integrity found on the property. He continued stating that integrity was already lost on the existing home with the steel siding was installed and more will be lost if the building continues to deteriorate. Mr. Kearns continued informing the Commission that the homeowners are planning on painting the home next year, and if the LP siding was installed, it would be primed and paint the same color as the home, but that approach would have to come back to the commission.

Mr. Marty pointed out they did the house a disservice when the steel siding was installed, but does not see by redoing the garage would take away value.

Director Ostrowski explained that staff looked at the proposal as a deteriorating garage, of which improvements are requested, and it is a win for the district even if they are changing some of the materials on the exterior. Form, shape, and significant architectural features will remain the same.

Commissioner Siebert asked what staff was suggesting, to which Director Ostrowski explained the owner is willing to greatly improve this structure in the district, the structure itself does not match the home and was built afterwards, therefore, staff is recommending approval.

Commissioner Siebert asked if it would be more expensive to replace wood for wood, to which Mr. Marty stated the cost would be more, but close to the estimate based on the size of the structure. He added the reason why they thought the shake would be good is because it is found on the home's dormer, which would complement each other.

Commissioner Beveridge stated the commission needs to adhere to the guidelines. He added this is only a garage, but he would have a hard time accepting the new materials if it was a store front for downtown.

Mr. Marty asked the commission if the structure was left and had deteriorated to the point of having to tear it down and rebuild, which types of materials would be approved for rebuilding, to which Commissioner Beveridge stated the type of materials that are common to the building era. Furthermore, he stated as soon as the new structure is put up it becomes a part of the district and has to stay true to that age of construction.

Motion by Commissioner Siebert to approve repairs to the detached garage using the same materials as the original construction.

Commissioner Halsey pointed out the owner may not choose do that at all, and this is tough with him not being here.

No second, Motion fails.

Commissioner Halsey asked the contractor to check on the price of repairing wood for wood. Mr. Marty estimated the wood garage door at about \$3,000 and the service door at \$2,000..

Director Ostrowski asked if the soffit and fascia was in really poor shape, to which Mr. Marty answered it is worse than the siding. Director Ostrowski asked if it would be possible to scrape and sand the original siding and repaint, replacing only rotted boards. Mr. Marty stated he would have to look at the garage again. Commissioner Beveridge asked if Mr. Marty would take a look at it again and let the commission know, with staff and the chairperson approval.

6. Motion by Commissioner Siebert to approve the request from Jon Marty, representing the property owner, for design review approval to renovate and rehabilitate a detached accessory structure at 1500 Clark Street with the following conditions:

- **Methods of restoration using originals materials such as wooden doors shall be pursued if possible.**
- **The applicant shall research methods of restoration meeting the historic design review guidelines and include costs and or a timeframe for those methods. Research shall be presented to the designated agent and Commission chairperson.**
- **The designated agent and Commission chairperson shall have the authority to approve materials used for the garage siding, doors, windows, and other building elements.**

Seconded by Alderperson Mary Stroik. Motion carried 4-0.

3. Request from Tina Grawlik, representing the property owner, for design review approval of signage at 1105 Main Street (Parcel ID 2408-32-2026-53).

Economic Development Specialist Kyle Kearns explained there have been two signs installed, Clay Corner Studio and Blonde and Beyond, which did not go through the Historic Preservation / Design Review Commission for approval. Currently the signs are side by side, and staff has concerns with the color scheme and the type of materials used for each of the signs. He continued stating Clay Corner Studios also has a sign of similar design within the rear of the building. He added the signs do meet the sign standards within our sign code. Director Ostrowski added he feels the Clay Corner Studio sign is a good fit for the building. Furthermore, he pointed out that the sign was moved when Blonde & Beyond located within the store, which now creates a very compressed appearance creating incompatibility. Lastly, Director Ostrowski stated the rear façade Clay Corner Studio complements the rear of the building. The challenge is

to identify a way to allow multitenant buildings to display compatible signage. Commissioner Siebert asked if it was the same door for both businesses, to which Mark Strehlow of Clay Corner Studio explained they share a foyer, and then past that is a partial wall and a door to each business.

Commissioner Siebert clarified can Blonde and Beyond be modified to fit better with the Clay Corner sign, to which Director Ostrowski stated somehow, or whether signage can be put on the awning as an option. Mr. Strehlow stated he had originally contacted several awning places about changing the flap on the logo, and none of the awning/sign places were able to change the flap, but wanted to replace the whole awning.

Director Ostrowski suggested a projecting sign that would complement the business and look similar to other businesses in the downtown would be an allowed option. Commissioner Siebert asked if that would hinder the view of the Clay Corner sign, to which Director Ostrowski stated possibly. Commissioner Beveridge pointed out you would want a projecting sign to be in the center for balance.

Commissioner Siebert stated if the sign does come down, then the Clay Corner sign should move to its original position. Mark Strehlow, Clay Corner Studio, explained they were unaware of any guidelines or regulations, and the landlord did not provide any of that information to them at the time of sign installation.

Kyle Kearns stated it would be plausible to put some form of stitching on the awning for Blonde and Beyond, but again you typically want your signage over your entrance, which would contradict that theory and possibly mislead customers.

Director Ostrowski pointed out that without shrinking the Clay Corner Studio sign and having two complementary signs, it is difficult to get both signs in that location to match or complement each other. Commissioner Beveridge suggested if the owner went back to what they had originally, and a projecting sign was put right under the center of the Clay Corner Studio sign, original colors and graphics could exist. Director Ostrowski reminded the commission that projection sign requirements would still need to be met. He suggested if you the Clay Corner Studio sign is moved higher in the signable area, enough room should be left for a projecting sign, or possibly a separate wall sign for Beyond Blonde below.

Commissioner Beveridge clarified that the front center awning had been removed, to which Mr. Strehlow stated correct. Mr. Strehlow furthermore stated that flexibility in determining a signage that would work for both businesses would allow for more options.

Alderperson Stroik suggested having the word studio go vertically in the signable area and then have room for both signs in that area and above their business doors. Mr. Strehlow pointed out the owner was not thrilled about drilling holes in the building, and asked that the Blonde and

Beyond sign be a design that is more similar to the existing Clay Corner Sign. Director Ostrowski added that signage does not need to be identical in color we, but should be similar in size.

Alderperson Stroik asked if the concern was that the signs were just too different or if Blonde and Beyond was just to modern of a look for downtown, to which Director Ostrowski answered it is essentially a metal panel posted on the building, where typically we would like to see individual lettering and some accent lighting. Commissioner Halsey added he doubts Blonde and Beyond will want to change their lettering as they have very specific style for the modern hair place. Director Ostrowski pointed out if you place Clay Corner Studio above in the signable area enough room may be left for Blonde and Beyond to have a wall sign displaying lettering horizontally. Discussion will need to occur with the salon owner.

Motion by Commissioner Siebert to approve signage at 1105 Main Street with the following conditions:

- **The applicant and or tenant shall return the 'Clay Corner Studio' sign to its original position (on one line), incorporating one of the following options for the second tenant sign, 'Blonde & Beyond':**
 1. **Remove the existing 'Blonde & Beyond' sign and place new signage on the awning valance, to be approved by the Commission Chairperson and designated agent (City staff).**
 2. **Remove the existing 'Blonde & Beyond' sign and place a new wall sign complimenting the materials, proportion and design of the 'Clay Corner Studio' sign, to be approved by the Commission Chairperson and designated agent (City staff). This option would require the shifting of the 'Clay Corner Studio' sign up, which would then provide room for a horizontal 'Blonde & Beyond Sign.**
 3. **Remove the existing 'Blonde & Beyond,' shift the 'Clay Corner Studio' sign up, and install a 'Blonde & Beyond' projecting sign meeting the sign guidelines, to be approved by the Commission Chairperson and designated agent (City staff).**

Seconded by Commissioner Halsey. Motion carried 4-0.

4. Façade Improvement Grant Program update and uses of funds.

Director Ostrowski explained that \$192,000 is still available within the Façade Improvement Grant Program. Furthermore, the program was originally set up preventing tax exempt properties from applying, but we have since had inquires by tax exempt properties to access the funds. He continued stating there is a benefit to improving tax exempt properties as they do add to the character of the historic district; however the guidelines were set up eliminating them from applying, and any modification would need to go to the Finance Committee and Common Council for approval. He continued we have also sent out letters to properties in the district and we are starting to get a significant number of requests. Lastly, the Commission has been reviewing applications as they come, however, the original guidelines state, the commission will review requests beginning in February of each year. As a number requests have been received recently, we may want to begin ranking projects.

Commissioner Siebert commented that the Fox Theater was interested in applying for funds for several building improvement activities. Director Ostrowski clarified they are non profit, and many project activities would be considered maintenance, but it is a very identifiable property within the downtown. Commissioner Siebert asked how this would work, to which Director Ostrowski stated you would just instruct us to add tax exempt properties, allowing them to become eligible. The next step in the process is to get the approval of the Finance Committee and Common Council. Mr. Kearns stated Frame Memorial Church is also interested in obtaining funds for masonry work , however they are tax exempt, and as the guidelines stand they are unable to obtain funds for that work. Brent Wiersma representing Frame Memorial Presbyterian Church, added they have to do some tuck pointing to preserve the brick chimneys and their historic building, and since they are under the review of the Historical Commission they are wondering if they could be made eligible to apply. Commissioner Siebert asked if it would be too much of a bother to review on a case by case basis, to which Mr. Kearns stated potentially, however several non-profit organizations will likely apply. Commissioner Siebert stated he is ok with opening up the requests to non-profit organizations, but not to apartment complexes.

Mr. Kearns clearly identified that the increased interested in the program has sparked the potential to change the review process, potentially ranking projects. Brent Wiersma from Frame Memorial Presbyterian Church asked if there was a review period for projects, to which Mr. Kearns answered the guidelines state in February of every year the projects will be reviewed, however they also stated they can be reviewed on a case by case. Mr. Wiersma then asked what the source of program funding was, to which Mr. Kearns explained funds came from a loan program, which was never accessed and after sitting dormant for years those funds were converted in 2012 to a grant fund.

Commissioner Beveridge stated he does not have any issue with the non profits, and really tends to think about the buildings rather that the owners in the district.

Motion by Alderperson Mary Stroik to lift the restriction within the Façade Improvement Grant Program guidelines preventing tax-exempt properties from applying for façade funds; seconded by Commissioner Siebert.

Commissioner Beveridge asked if the criteria used will create negatives for the property to obtain funds, to which Mr. Kearns answered not every request meets all the guidelines either. He added that the guidelines have established ranking criteria and eligibility criteria, of which eligibility criteria will need to be changed to allow tax-exempt properties from applying.

Motion Carried 4-0.

5. Adjourn.

Meeting adjourned at 5:31 p.m.