

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Thursday, March 5, 2015 –4:00 p.m.

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

PRESENT: Chairperson Lee Beveridge, Alderperson Mary Stroik, Commissioner Garrett Ryan, Commissioner Karl Halsey, and Commissioner Robert Woehr.

EXCUSED: Commissioner Tim Siebert and Commissioner Tom Baldischwiler

ALSO PRESENT: Associate Planner Kyle Kearns, Shane Beversdorf, Mike Beacom, and Mary McComb.

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Discussion and possible action on the following:

1. Approval of the report from the December 3, 2014 HP/DRC meeting.
2. Request from TLC Sign, representing the business owner, to install an awning and signage at **1052 Main Street (2408-32-2029-38)**.
3. Adjourn.

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1. Approval of the report from the December 3, 2014 HP/DRC meeting.

Motion by Commissioner Beveridge to approve the report from the December 3, 2014 HP/DRC meeting, seconded by Commissioner Halsey. Motion carried 4-0

2. Request from TLC Sign, representing the business owner, to install an awning and signage at **1052 Main Street (2408-32-2029-38)**.

Economic Specialist Kyle Kearns stated the request is for an awning at 1052 Main Street for State Farm Insurance. Two awning designs have been submitted, of which the customer prefers the red option over the black. In reviewing the request, it meets a majority of the sign ordinance and design guideline recommendations. The guidelines recommend awnings not exist where there is no evidence of prior existence. Although staff has not found any prior evidence of awnings, staff feels the awning would add appeal and aesthetics to the building. Mr. Kearns continued, stating the Wisconsin Historic Preservation Architect was contacted regarding the proposal, whom relayed no concerns regarding the proposed awning. Mr. Kearns then identified that the building has an existing built-in overhang, which, when taking into consideration the 30 inch projection of the proposed awning, would meet the 42 inch projection requirement. The awning projection may be limited by the short sign area between the first floor entryway the second floor windows. Additionally, signage on the awning meets the graphic requirements. Therefore, staff recommends approving the black awning with the conditions as outlined in the staff report, citing that the black awning harmonizes better with the building colors and historic color scheme downtown.

Aldersperson Mary Stroik arrived at 4:02p.m.

Shane Beversdorf (applicant), 1052 Main Street, provided clarification that the red in the renderings provided is much brighter than the actual awning color. Mr. Beversdorf explained he likes the downtown area and feels it is the best fit for his business. In his opinion the black awning would be hard to see as well as it has a tendency to fade.

Commissioner Beveridge emphasized that this building is not really the type to have an awning, and stated his concern for rain, snow and ice run-off from the awning on the sidewalk. He added, striped awnings are historically preferred even though some have been installed in the downtown area without permission.

Commissioner Woehr asked if the insurance office spans the entire front façade, and if an alternate earth toned color with red lettering would be a compromise, as the black color would be a stark imprint on such a beige building.

Mr. Beversdorf pointed out that the awning would reach out further than the existing projection sign, striping is not permitted by corporate standards, and more samples from the canvas company need to be obtained to see if there is a more acceptable earth tone fabric.

Commissioner Ryan asked if the commission worked off of a set of specific color standards, to which Mr. Kearns stated no specific paint palette has been adopted, but many paint companies have a historic palette.

Commissioner Beveridge commented that a great amount of signage is proposed on the awning. Mr. Kearns clarified that the proposed project meets the Main Street signage specifications.

Commissioner Ryan pointed out the black color is more classic looking and suggested using the white font color from the red awning rendering. Commissioner Beveridge added a suggestion of using the black awning with a red color font instead of the gold.

Mike Beacom (owner), 1052 Main Street, stated the corporation has very little flexibility; the business is a good one to have downtown; and the red does not look too stark or out of place.

Commissioner Ryan asked what State Farm has done in other Historic Districts, to which Mr. Beversdorf emphasized both awning options are pursued by State Farm corporate.

Commissioner Beveridge asked if the awning could be brought out to the required 42 inches, to which Mr. Kearns added nearly a 1:1 slope would result. Commissioner Halsey pointed out that the increased slope may impede the visibility of the logo and business lettering on the second floor.

Aldersperson Stroik asked if there had been any issues with damage to awnings in the downtown area, to which Mr. Kearns answered few for vandalism, however there have been safety issues regarding snow and ice on awning.

Commissioner Halsey explained if the request meets the guidelines, then it should be allowed. Commissioner Beveridge clarified the guidelines are not met, as no past awnings have existed on the building nor is the color fitting for the downtown area.

Motion by Commissioner Ryan to approve the request from TLC Sign, representing the business owner, to install a black awning and signage at 1052 Main Street (2408-32-2029-38) as presented, with the ability to change the graphic font color and type along the valance; seconded by Commissioner Woehr.

Mr. Beversdorf commented that the black awning option is more expensive, and furthermore it may prevent him from pursuing the awning, therefore leaving the projection sign.

Mr. Beacom pointed out he does not like the overhanging sign and this building has always had an issue with signage.

Commissioner Ryan withdrew his motion.

Motion by Alderperson M. Stroik to approve the request from TLC Sign, representing the business owner at 1052 Main Street (2408-32-2029-38) to install a red or black awning as presented on the south façade with the following conditions:

- **A more historically appropriate awning made of canvas or similar material with canvas-like qualities shall be pursued to be reviewed and/or approved by the Chairperson and designated agent.**
- **The ratio for signage shall be less than or equal to 20% of the awning area. Signage shall be permitted to exist on the end panels with a maximum of 16 square feet in area, while still meeting the maximum of 20% of the total awning area.**
- **Applicable zoning requirements for awnings and signage within the district shall be met.**
- **Applicable building permits shall be obtained from the Community Development Department.**
- **The Chairperson and designated agent shall have the ability to approve minor changes or substitutions.**

Seconded by Commissioner Halsey.

Economic Development Specialist Kearns urged the commission to take caution in approving the request for the bright colored awning, as this approval may set a precedent within the downtown district. Mr. Kearns continued, citing several past examples of similar request for bright colored signs, awnings, and paint schemes that the Commission adjusted significantly to fit within the historic character of the downtown.

Commissioner Beveridge clarified that the commission has dealt with other corporations and branding in the downtown area for signage and most have reduced the size or changed the design to meet the historic guidelines.

Motion carried 3-2. (Commissioner Beveridge and Commissioner Ryan voting in the negative)

3. Adjourn.

Meeting adjourned at 4:45p.m.