

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, May 6, 2015 –4:00 p.m.

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

PRESENT: Chairperson Lee Beveridge, Commissioner Tim Siebert, Commissioner Sarah Scripps, Commissioner Tom Baldischwiler, and Commissioner Bob Woehr.

ALSO PRESENT: Director Ostrowski, Associate Planner Kyle Kearns, Mayor Wiza, Alderperson Kneebone, and Don Guay.

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Discussion and possible action on the following:

1. Approval of the report from the April 1, 2015 HP/DRC meeting.
2. Request from Don and Kelly Guay, representing Sunset Point Winery, LLC, for a design review approval of a freestanding sign, projecting signs, window graphics and a temporary sign at **1201 Water Street (Parcel ID 2408-32-2016-03)**.
3. Director's update.
4. Adjourn.

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1. Approval of the report from the April 1, 2015 HP/DRC meeting.

Motion by Commissioner Woehr to approve the report of from the April 1, 2015 HP/DRC meeting; seconded by Commissioner Baldischwiler. Motion carried 4-0.

2. Request from Don and Kelly Guay, representing Sunset Point Winery, LLC, for a design review approval of a freestanding sign, projecting signs, window graphics and a temporary sign at **1201 Water Street (Parcel ID 2408-32-2016-03)**.

Economic Development Specialist Kyle Kearns explained that the request is for adding lettering on the existing freestanding sign, two projecting signs on existing support hardware, a temporary sign for the grand opening, and graphics on the new west building facade door. Staff has outlined pertinent requirements within the staff report and would recommend approval with several conditions of approval, as no major concerns exist.

Commissioner Beveridge asked if the freestanding structure on the north side was adopted as having a historic designation, Director Ostrowski stated it had not been formally adopted as having any historic designation.

Done Guay, 1201 Water Street, stated the letters on the free standing structure would all be removed and replaced with similar letters matching the previous color and size. Commissioner

Woehr clarified that the letters for Bakery would be replaced with 'Sunset', and 'Winery' would be added on the South and North Sides of the freestanding sign, to which Mr. Guay confirmed. Commissioner Beveridge asked about the two projecting signs on the west side, to which Director Ostrowski stated they would utilize the existing supports. Mr. Guay added the size of the signs would match the size of the existing Pilates sign further down on the building.

Commissioner Beveridge asked if there were plans for the outside seating area mentioned in the application, which Director Ostrowski clarified that would involve a later request also requiring an extension of premise. Mr. Guay added they wanted to get the business open first before looking at the outside seating plan.

Commissioner Scripps asked if Bakery Point had any historic relevance, to which Commissioner Beveridge answered in the past the Point Bakery took up the full building. Mayor Wiza added the bakery closed in 2000-2001 and does not have much of a historic façade, but feels the signs and improvements may improve the historic look.

Commissioner Woehr asked several clarifying questions: if the temporary banner was different than a temporary sign; what type of wood would be used; and if the temporary sign following staff recommendations would be high enough to clear the windows. Director Ostrowski answered stating the banner is the same as a temporary sign. Furthermore, Mr. Guay explained that the signs would be hand carved out of a solid wood that would be weather resistant. Commissioner Beveridge explained that at the signable area is between the first and second story windows which is an acceptable area for the temporary banner.

Commissioner Siebert arrived at 4:12pm.

Commissioner Baldischwiler asked if the existing hardware would be sturdy enough for the carved signs, to which Mr. Guay confirmed.

Motion by Commissioner Baldischwiler to approve request from Don and Kelly Guay, representing Sunset Point Winery, LLC, for a design review approval of a freestanding sign, projecting signs, window graphics and a temporary sign at 1201 Water Street (Parcel ID 2408-32-2016-03) with the following conditions:

- **Freestanding sign lettering shall not exceed 32 square feet.**
- **Projecting signs shall not exceed 16 square feet in sign area.**
- **Projecting signs must maintain a minimum clearance between the bottom of the sign and finished grade of 8.5 feet.**
- **Projecting signs may extend to a point not more than 2 feet in from the face of the curb, or 5 feet from the building, whichever is less.**
- **Projecting signs shall maintain a 90 degree angle from the building wall unless located on a corner.**
- **No part of a projecting sign shall extend above a second story window sill line.**

- The applicant shall install an exterior frame, matching the color and materials of the west door frame, around the west door to cover the exposed wood and insulation.
- The applicant shall submit details regarding the temporary signs, including sign size, materials, and time when placed, to be approved by the chairperson and designated agent.
- One temporary sign shall be allowed per business location.
- Temporary signs and graphics may only be in place during the time period of the condition or event it is advertising or a 3 week period, whichever is less.
- Temporary signs and graphics shall be made of weatherproof materials.
- Temporary signs shall not be permitted above the first story of the façade.
- The chairperson and designated agent shall have the authority to approve minor changes to the signs.

seconded by Commissioner Woehr. Motion carried 5-0

3. Directors Update.

Director Ostrowski asked, since there are several new commission members, if the regular date and time of the meeting would still work for everyone, to which Commissioner Baldischwiler stated 4:30pm works better than 4:00 PM. Director Ostrowski also informed the commission of the recent decision of a previous applicant to pursue a black awning instead of a red awning downtown.

Mayor Wiza asked that Alderperson McComb get a copy of the binder provided to other members of the Commission, which includes Chapter 22, the Design Guidelines and other information for the Historic Preservation / Design Review Commission members.

4. Adjourn.

Meeting adjourned at 4:18 p.m.