

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Tuesday, December 5, 2017 – 4:30 PM

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

PRESENT: Chairperson Beveridge, Alderperson Jennings, Commissioner Siebert, and Commissioner Baldischwiler.

ALSO PRESENT: Associate Planner Kearns, Director Ostrowski, Rachel Trepczyk, Scott Henry, Bailey Voigt, Glen Bauer, and Gail Pucci.

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1. Roll Call
2. Persons who wish to address the committee for up to three (3) minutes on a non-agenda item*
Discussion and possible action on the following:
 3. Report of the September 26, 2017 and October 6, 2017 Historic Preservation / Design Review Commission meeting minutes.
 4. Request from Bailey Voigt, representing the property owner, for design review to install a freestanding sign including an electronic message center at 1410 Rogers Street (Parcel ID 281240832101510).
 5. Request from EXP US Services, Inc., for design review, to construct a canopy and perform other site improvements at several parcels with the address 1045 Clark Street (Parcel ID: 281240832202002, 281240832202041, 281240832202040, 281240832202038, 281240832202039, & 281240832202051).
 6. Request from the City of Stevens Point for design review of exterior façade changes and parking lot improvements at Edgewater Manor, 1450 Water Street (Parcel ID 240832201933).
 7. Pursuit of the nomination of the Clark Street – Main Street Residential Historic District on the National Register of Historic Places as recommended in the 2011 Historic / Architectural Intensive Survey in cooperation with the Wisconsin Historical Society's Certified Local Governments Grant program.
8. Staff Update.
9. Adjourn.

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1. Roll Call.

Present: Beveridge, Jennings, Siebert, Baldischwiler

Absent: Scripps, Debauche

Excused: Woehr

2. Persons who wish to address the committee for up to three (3) minutes on a non-agenda item*

No one wished to address the committee.

Discussion and possible action on the following:

3. Report of the September 26, 2017 and October 6, 2017 Historic Preservation / Design Review Commission meeting minutes.

Motion by Commissioner Siebert to approve the report of the September 26, 2017 and October 6, 2017 Historic Preservation / Design Review Commission meeting; seconded by Commissioner Baldischwiler.

Motion carried 4-0.

4. Request from Bailey Voigt, representing the property owner, for design review to install a freestanding sign including an electronic message center at 1410 Rogers Street (Parcel ID 281240832101510).

Associate Planner Kearns briefly summarized the request for the new freestanding sign with proposed Electronic Message Center. The sign would be constructed of metal aluminum and flat polycarbonate with vinyl graphics, with only the letters and logo illuminated. The EMC would be located on the west sign face only, but noted that the City's sign ordinance prohibited flashing signs, and it also required the sign base to be landscaped. He noted that EMC signs had been previously approved for Mid-State, BMO Harris Bank, and Berkshire Hathaway. Staff recommended approval of the cabinet sign, but denial for the EMC due to it potentially being a detriment to the area.

Commissioner Siebert noted that they had denied The Word an EMC sign, and that they should continue to be consistent.

Bailey Voigt, Bushman Electric Sign & Crane, and representing the property owner, stated that there was a difference in that 1410 Rogers was on the edge of the historic district rather than in the middle like previous requests, with Mr. Glen Bauer adding that the EMC would be shut down at night and started up in the morning.

Commissioner Siebert stated that approving the request could set a precedent and that The Word could then come back with the same request.

Commissioner Jennings, in regards to the location being on the edge of the district, noted that there was the possibility of the historic district boundary expanding. She agreed with Commissioner Siebert in keeping consistency with the EMC requests.

Chairperson Beveridge reiterated that the property in question could change to being in the middle of the historic district if the proposed expansion was established.

Associate Planner Kearns confirmed that while 1410 Rogers Street would still fall outside of the proposed expansion for the National Register, it would still remain locally designated.

Chairperson Beveridge asked what the likelihood was of the Clark Street District being expanded, to which Associate Planner Kearns noted that the topic should be discussed under the appropriate agenda item rather than under the sign request.

Commissioner Siebert noted that BMO Harris' sign had been approved before the revised standards had been established, so their sign was grandfathered in.

Bailey Voigt referenced the Boys and Girls Club digital sign, noting it was beneficial for their organization in promoting community events along the highly traveled strip. While it was not in a historic district, it had required a special request due to it being along a residential area.

Commissioner Siebert agreed that while it could assist in promotion, they could also be distracting, to which Ms. Voigt disagreed, adding that it depended on how it was programmed.

Gail Pucci pointed to the recommended conditions set by staff and stated that the property already had a lit cross that had been done through a donation. She added that the lighting schedule for the

proposed sign would take their neighbors into consideration, just as they had for the lit cross. She disagreed with the argument that the sign would be a distraction, noting that the YMCA had a digital sign on a very busy street.

Commissioner Siebert noted that the YMCA's sign was static and did not flash or change, to which Ms. Pucci stated that the sign did change.

Bailey Voigt stated that the EMC sign could be controlled minimally, with Mr. Bauer adding that their sign would not flash. Additionally, they would wrap the base with stone in order to match the main building.

Gail Pucci noted that they would not be part of the expanded historic district according to the presented map, to which Associate Planner Kearns clarified that they would still remain within the locally designated historic district, and that the map presented would be for the National Register.

Alderperson Jennings, in keeping with aesthetics and consistency, disagreed with the argument that because EMC signs exist elsewhere, that they should have more.

Motion by Alderperson Jennings to approve the request from Bailey Voigt, representing the property owner, for design review to install a freestanding sign, but deny the request for an electronic message center at 1410 Rogers Street (Parcel ID 281240832101510) with the following conditions:

- 1. The existing landscaping around the sign base shall remain or new landscaping be installed.**
- 2. A building permit shall be obtained for the installation of the sign.**
- 3. Applicable sign ordinance requirements shall be met.**

seconded by Commissioner Siebert.

Motion Carried 4-0.

6. Request from the City of Stevens Point for design review of exterior façade changes and parking lot improvements at Edgewater Manor, 1450 Water Street (Parcel ID 240832201933).

Item 6 was moved to this part in the agenda, to which there was no opposition.

Director Ostrowski reminded the commission that they had previously approved a new exterior façade for Edgewater Manor, but since then the City had changed architects. The new architects, Boldt Construction, had drawn up new plans. While they were relatively the same, there had been minor changes in material which needed consideration before moving forward. The project would consist of completely removing the brick façade and replacing it with a veneer, as well as adding additional insulation, complete window replacement, and ultimately redoing the parking lot area. Bidding was proposed for early 2018, with construction finalizing in the summer. Examples of the new renderings were provided, and two options for the façade were presented: a fiber cement board panel, and a metal panel. While they looked almost identical, the metal panel would be well over double the cost. He asked that the designated and Chairperson be allowed to make or approve minor modifications.

Chairperson Beveridge asked if there would be insulation behind the façade material, to which Director Ostrowski confirmed that the new material would allow for appropriate insulation. Additionally, they would be looking to install new PTEC units.

Commissioner Siebert noted for clarification that they had previously approved the request, to which Director Ostrowski confirmed that they had, but that staff wanted to bring it back due to minor changes being made. The largest change would be whether they would use the fiber cement

board or metal panels on the façade. Additionally, there would be parking layout and landscaping modifications.

Chairperson Beveridge noted that Edgewater was difficult to modify, to which Director Ostrowski confirmed that the interior layout was challenging when it came to making alterations, but the property management company had done a good job in occupying the building regardless.

Aldersperson Jennings asked for clarification if the biggest change would be between the fiber cement board and the previously approved insulated metal panels. She asked which would be more durable.

Director Ostrowski noted that the look would be similar, but the fiber cement board would be a synthetic material. The metal panels would be twice the cost, but in regards to durability he did not foresee any issues.

Chairperson Beveridge stated that chipping edges could be a concern, to which Director Ostrowski noted that the material would need to be installed correctly.

Aldersperson Jennings expressed concern on making a decision based on cost when that was not part of the criteria.

Director Ostrowski stated that they weren't looking at it based on a cost perspective, but rather looking at it as almost a new building due to completely altering the entire façade. He referenced Cobblestone Hotel as another building that used synthetic material on the façade. Ultimately, the fiber cement board would be practically identical in look and durability, but not as expensive as the metal panels.

Commissioner Siebert expressed concern with the fiber cement boards deteriorating at a more rapid pace than the metal panels.

Physical samples were distributed to the commission for review.

Chairperson Beveridge asked if the fiber cement board had been presented during the previous request, to which Director Ostrowski stated they had not as the request had been for a determination between using metal panels or stone.

Motion by Commissioner Siebert to approve the request from the City of Stevens Point for the insulated metal panel façade option and parking lot improvements at Edgewater Manor, 1450 Water Street (Parcel ID 240832201933) subject to the following conditions:

- 1. Applicable building permits shall be obtained and building code and zoning code be met.**
- 2. A landscaping plan shall be submitted for review and approval by the Chairperson and designated agent.**
- 3. Minor changes to building design, materials, and site plan shall be approved by the chairperson and designated agent.**

seconded by Aldersperson Jennings.

Motion Carried 4-0.

5. Request from EXP US Services, Inc., for design review, to construct a canopy and perform other site improvements at several parcels with the address 1045 Clark Street (Parcel ID: 281240832202002, 281240832202041, 281240832202040, 281240832202038, 281240832202039, & 281240832202051).

Associate Planner Kearns briefly summarized the request to install a solid privacy and security fencing around the property which would vary in height up to 10 feet. In addition, a 13-14 foot, 78 foot by 28 feet, canopy was also being requested to be built on the southeast side of the property to

park maintenance vehicles beneath it. The types of fencing being proposed would include a stockade design and a masonry pillar with vegetative fencing, in addition to a gate on the east and west side of the property. He also noted that Plan Commission had recently approved a fence waiver to allow a solid fence at a height of 10 feet in the front yard.

Commissioner Siebert requested additional information regarding where the canopy would be located, to which an aerial view was presented. This aerial showed the canopy and gate location, as well as the fencing boundary.

Chairperson Beveridge asked what the grow-out period would be for the vegetative fencing, to which Mr. Scott Henry noted that at Plan Commission it was stated that Dropmore Scarlet Honeysuckle was a fast growing plant.

Aldersperson Jennings expressed her approval for the request. She also stated her preference for the wood stockade fencing under Option B in the packet, and noted that the planter area could be used as a public space for people to gather.

Scott Henry agreed and confirmed that it was his intention to make space available for people to sit and gather around the planters, with Aldersperson Jennings suggesting the addition of benching.

Associate Planner Kearns asked whether the masonry pillars on the north side would be sitting along the sidewalk, and asked whether there would be enough landscape at grade to provide enough rain water to the vegetation at that location, to which Mr. Henry stated that he would look into the matter to make sure that wouldn't happen.

Chairperson Beveridge asked whether the parking lot was asphalt, to which it was confirmed that it was. Mr. Henry also added that the parking lot would be completely repaved, not just restriped.

Rachel Trepczyk asked what type of honeysuckle was being proposed, to which Mr. Henry stated that Lon Bro, Dropmore Scarlet Honeysuckle would be used as the vegetative material for the fencing.

Commissioner Siebert asked for clarification on the fencing Option A and B, to which Mr. Henry explained that both the modular wood stockade fencing and vegetated fencing would be used, and the options were to provide different aesthetic options.

Chairperson Beveridge asked what the wood type would be as it could affect the longevity of the fencing, to which Mr. Henry noted that was yet to be determined, but that the front facing side would most likely be sealed.

Scott Henry noted that there were no man gates in his designs, but that would most likely end up being a minor change based on the client's need for access into the area if the main gates were to not function.

Chairperson Beveridge asked what their plans were for snow maintenance, to which Mr. Henry stated that it would most likely be kept within the fencing.

Chairperson Beveridge asked if the fencing would be rust proof, to which Mr. Henry stated that the steel fencing would be powder coated, or similar to the caps on the pillars downtown.

Aldersperson Jennings described a method that would include burning the wood to provide a slate looking finish for the wood that would prevent molding.

Commissioner Baldischwiler agreed with the condition addition to replace the vegetative material if the plants were to die.

Motion by Aldersperson Jennings to approve the request from EXP US Services, Inc., for design review, to construct a canopy and perform other site improvements at several parcels with the

address 1045 Clark Street (Parcel ID: 281240832202002, 281240832202041, 281240832202040, 281240832202038, 281240832202039, & 281240832202051) with the following conditions:

1. Fencing around the subject property shall not exceed 10 feet in height.
2. Fence option B shall be installed as proposed.
3. The canopy shall be setback 3 feet from the property line as require by the zoning code.
4. Applicable zoning and building codes shall be met and applicable permits obtained with any development of the site.
5. The chairperson and designated agent shall have the ability to approve minor amendments to the canopy and fence design.
6. If vegetative fence plants die they shall be replaced with similar or improved plant species, unless another material which provides full screening is submitted for review and approval by the chairperson and designated agent.

seconded by Commissioner Siebert.

Motion Carried 4-0.

7. Pursuit of the nomination of the Clark Street – Main Street Residential Historic District on the National Register of Historic Places as recommended in the 2011 Historic / Architectural Intensive Survey in cooperation with the Wisconsin Historical Society’s Certified Local Governments Grant program.

Associate Planner Kearns gave a brief summary of events which led the Wisconsin Historical Society in granting the City \$4,000 to pursuit the nomination of the Clark Street – Main Street Residential Historic District on the National Register of Historic Places. Additionally the City had released further funds for the nomination at an estimated \$10,000, of which the CLG grant would reimburse the \$4,000. Due to the grant funds needing to be identified for the current year, the City had moved quickly to put out a Request for Proposals from qualified consultants interested in pursuing the district nomination. The RFP responses would be due on December 22, 2017. The HP/DRC would be anticipated to assist in reviewing the responses and selecting a consultant in January 2018.

The following items were discussed:

1. Overview of Proposed District Map.
2. Being on the National Register would grant home owners access to tax credits.
3. Ways to perform community outreach and education regarding the historic districts.
4. Using National Register designation to promote upgrades, but keeping local designations the same to prevent community backlash and keep tax credit access optional for owners.

Chairperson Beveridge asked how many owner-occupied properties there were in the districts, to which Associate Planner Kearns noted that he would look into the request for additional information.

Aldersperson Jennings expressed her approval in pursuing the nomination, adding that it would encourage owners to upkeep their properties and perhaps aid in converting rentals to owner-occupied homes.

Associate Planner Kearns stated that the City had recently met all state requirements in pursuing the nomination, and they would be doing their due diligence in contacting and informing all home owners within the proposed district.

Motion by Commissioner Siebert to approve the pursuit to nominate the Clark Street – Main Street Residential Historic District on the National Register of Historic Places; seconded by Alderperson Jennings.

Motion Carried 4-0.

8. Staff update.

Associate Planner Kearns stated there were no further updates.

Alderperson Jennings, in regards to Item 6, noted that she had not previously considered hail damage, so it was possible that metal would not be the best option.

Commissioner Siebert and Commissioner Baldischwiler noted that damage would most likely occur with either material if the hail was large enough to cause damage in the first place.

9. Adjourn.

Meeting adjourned at 5:44 PM.