

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, August 3, 2011 – 4:30 PM

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

PRESENT: Chairman Lee Beveridge, Alderperson Mary Stroik, Commissioner Tim Siebert, Commissioner Jack Curtis, and Commissioner Norm Myers.

ALSO PRESENT: Community Development Director Michael Ostrowski, Cathy Dugan, Bailey Bushman, Bruce Woboril, and Rand Erbach.

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1. Approval of the report from the July 12, 2011 meeting.
2. Discussion and possible action on a request from Bruce Woboril of Elbow Room Bar, for an exterior building review of **1321 Second Street (Parcel ID 2408-32-2018-08)**, for the purposes of replacing signage.
3. Discussion and possible action on a request from Rand Erbach of Call it New, Call it Antique, and Dapper Dogs for a sign/awning plan review of 823 Main Street and 800 Clark Street (**Parcel IDs 2408-32-2017-01 and 2408-32-2017-02**).
4. Discussion and possible action on updating Chapter 22 (Historic Preservation / Design Review) of the Stevens Point Revised Municipal Code and the Design Guidelines for the Historic Preservation / Design Review Commission.
5. Other business.
6. Adjourn.

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1. Approval of the report from the July 12, 2011 meeting.

Motion by Commissioner Siebert to approve the report as presented; seconded by Chairman Beveridge. Motion carried 5-0.

2. Discussion and possible action on a request from Bruce Woboril of Elbow Room Bar, for an exterior building review of **1321 Second Street (Parcel ID 2408-32-2018-08)**, for the purposes of replacing signage.

Bruce Woboril from Elbow Room Bar stated that his sign is susceptible to vandalism and is very expensive to maintain. The sign currently does not meet code and he wants to upgrade and make the sign look better, as well as save money on the continuing maintenance costs. Currently, behind the neon letters is a painted plywood backer-board that is in need of maintenance. The current plan, if allowed, is to remove and replace the neon sign and place it inside the bar. The new sign is a back lit sign similar to Mug Shots. Mr. Woboril does not feel the sign is an architectural feature and is hoping to have the HP/DRC look at this as an improvement.

Bailey Bushman of Bushman Electric stated she is working with Mr. Woboril in designing the new sign for the business. The new sign would bring the electric up to code and would be more cost

effective to maintain. Ms. Bushman stated that neon is expensive to maintain. The new sign would have one ballast versus the three transformers.

Commissioner Seibert asked if the neon sign could be protected with some type of cover. Ms. Bushman stated you can place an acrylic lens over the neon sign, but the acrylic gets moisture in it, and would get dirt and other debris and turn yellow over time. Instead, Ms. Bushman designed a full black background sign with full color letters to display a better view. This gives the sign a classic look with a retro style front like the old sign. The material will be aluminum frame and have a poly carbonate cover, which is very flexible and durable.

Chairperson Beveridge asked if there was any other neon on the square. Director Ostrowski indicated that Joe's Bar has a neon sign. Chairperson Beveridge reminded the commission that at a previous meeting with the Joe Lawniczak, the Design Specialist from Wisconsin Main Street, they were advised to save as much neon as possible.

Cathy Dugan asked if there was a more affordable way to retain the neon and to keep it well maintained.

Director Ostrowski asked if the neon ultimately has to be removed, could it be replaced with a more historic looking sign that had goose neck lighting instead of back lighting. Bruce Woboril stated that it could be an option, depending on the cost.

Motion by Commissioner Seibert to allow Chairman Beveridge and Director Ostrowski to make the decision based on a conversation with Joe Lawniczak to determine if there is a cost effective solution to protect the existing neon sign; seconded by Commissioner Stroik . Motion carried 4-1, with Commissioner Myers voting in the negative.

3. Discussion and possible action on a request from Rand Erbach of Call it New, Call it Antique, and Dapper Dogs for a sign/awning plan review of 823 Main Street and 800 Clark Street (**Parcel IDs 2408-32-2017-01 and 2408-32-2017-02**).

Rand Erbach from Call it New, Call it Antique stated that it is his plan to have a freestanding sign with a planter base. This base would be nearly twice the required size as to attempt to cover the landscaping requirements placed on his conditional use permit. In addition, he would offer space for the city to place a welcome sign on his planter. The planter is designed to be made of brick, similar to the brick on the canopy and matching some of the brick used in the Mathias Mitchell Square project.

Mr. Erbach stated he continues to make progress with the building. He has had the utility lines buried, installed glass doors, and had the approval for the carport/canopy addition. Not all the improvements are historic, but it is improving the look of what is there. He states that it is a big building and wants to place a sign on every side of the building, with the hope of contributing to the revitalization of the square. The freestanding sign would be an interior lit sign with a two line reader board. The west side sign would replace the former Blue Cross Blue Shield sign that was there previously. The awning over the doors on the north side was removed and he would like to relocate the awning to the doors just to the east. A sign would then be placed on that awning. Another sign is planned for the east side of the building and that sign would be illuminated with exterior lighting. Finally, a sign on the south side of the building would be located on the face of the awning.

Chairman Beveridge stated that based on the guidelines, there is not to be signage above the first floor windows. Given this, the proposed signs on the east and west side of the building would not be allowed. In addition, the awning on the north side of the building could not be reused in a new location.

Director Ostrowski stated that a property can have a primary and a secondary (1/2 the size of the primary) signs. Given that this building has two tenants and/or two entrances, it could have two primary signs, and the rest would be secondary. In addition, the only way signage can be located not in the signable area is with the approval of the HP/DRC and with a variance through the Plan Commission.

Mr. Erbach stated that he was trying to work within the guidelines, and wanted to wait until the square was complete. When the farmers market canopy was removed, it was evident that a sign was needed for the east side of the building, as opposed to leaving a large blank wall. As far as the awning, he would possibly be willing to do an awning that meets the current guidelines, such as a triangular awning.

Motion by Commissioner Myers to approve the freestanding sign with the reader board, the south side canopy sign, and the east side sign; Seconded by Commissioner Seibert.

Director Ostrowski stated that the east side sign would need to be located within the signable area, and meet the size requirements. In addition, the south side canopy would also need to be reduced in size to meet the required size requirements. Director Ostrowski also stated that the HP/DRC needs to determine the type of illumination for the south side canopy sign.

Motion was amended by Commissioner Myers to approve the freestanding sign with the reader board, the south side canopy sign, meeting the required size requirements and with external illumination, and the east side sign mounted in the signable area under the first floor windows, meeting the required size requirements; Seconded by Commissioner Seibert.

Chairperson Beveridge asked the commission if they were happy with the reader board and the east side sign being constructed out of a aluminum panel with graphics. He also suggested an awning band to go around the building.

Mr. Erbach stated that if business goes well, he would like to invest in having the paint removed from the building and the possibility of the awning band.

Director Ostrowski asked if the freestanding sign could be externally illuminated and more historic in nature.

Ms. Bushman stated that the look of the freestanding sign is a higher end sign. The sign could have gooseneck or external lighting but she feels it would detract and pull the eyes away from the sign. She also explained that the post of the freestanding sign would be tapered with both a top and bottom arm for support.

Chairman Beveridge asked if Commissioner Myers would be willing to modify the motion to hold off on the freestanding sign with reader board, which Commissioner Myers was not.

Motion carried 4-1, with Chairperson Beveridge voting in the negative.

4. Discussion and possible action on updating Chapter 22 (Historic Preservation / Design Review) of the Stevens Point Revised Municipal Code and the Design Guidelines for the Historic Preservation / Design Review Commission.

Given the time of the meeting it was decided to continue discussion regarding this item at the following meeting.

5. Adjourn.

Motion by Chairperson Beveridge to adjourn; seconded by Commissioner Seibert. Motion carried 5-0.

Meeting adjourned at 6:10 PM.