

It is expected that a Quorum of the Board of Public Works, Park Board, Administration Committee, and/or Common Council may attend this meeting: (although it is not expected that any official action of any of those bodies will be taken)

**CITY OF MENASHA  
LANDMARKS COMMISSION  
Council Chambers  
140 Main Street, Menasha**

**April 13, 2011**

**4:30 PM**

**REVISED AGENDA**

A. CALL TO ORDER

B. ROLL CALL/EXCUSED ABSENCES

C. MINUTES TO APPROVE

1. [Minutes of the February 9, 2011 Landmarks Commission Meeting](#)

D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA OR ANY ITEM RELATED TO THE LANDMARKS RESPONSIBILITIES OF THE LANDMARKS COMMISSION

Five (5) minute time limit for each person

E. COMMUNICATIONS

1. None

F. ACTION ITEMS

1. [Sign Permit Application and Outdoor Seating Proposal – 186 Main Street – Weather Vane](#)
2. [Historic Menasha Contest Entry Form and Rules](#)

G. DISCUSSION

1. Landmarks Commission Recognition/Awards
2. Landmarks Commission Guidebook Distribution
3. Façade Improvement Program Grant/Loan Balance
4. Future Landmarks Commission Activities/Projects

H. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA

Five (5) minute time limit for each person

I. ADJOURNMENT

*If you are not able to attend this meeting, please contact the  
Community Development Department no later than the Monday prior to the meeting.*

Menasha is committed to its diverse population. Our Non-English speaking population or those with disabilities are invited to contact the Community Development Department at 967-3650 at least 24-hours in advance of the meeting so special accommodations can be made.

**CITY OF MENASHA**  
**Landmarks Commission**  
**1<sup>st</sup> Floor Conference Room, City Hall – 140 Main Street**  
February 9, 2011  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

Meeting called to order by Chairman Joe Weidert at 4:37 PM.

**B. ROLL CALL/EXCUSED ABSENCES**

LANDMARKS MEMBERS PRESENT: Commissioners Joe Weidert, Kristi Lynch, Mary Nebel, Bernie Zimmerman and Tom Grade

LANDMARKS MEMBERS EXCUSED: Commissioner Andrew Jennings and Alderman Eric Hendricks

OTHERS PRESENT: CDD Keil

**C. MINUTES TO APPROVE**

1. **Minutes of the January 12, 2011 Landmarks Commission Meeting**

Moved by Comm. Lynch, seconded by Comm. Nebel to approve the minutes of the January 12, 2011 Landmarks Commission meeting.

The motion carried.

**D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA OR ANY ITEM RELATED TO THE RESPONSIBILITIES OF THE LANDMARKS COMMISSION**

1. No one spoke.

**E. COMMUNICATIONS**

1. **Preserving Wisconsin's Civic Legacy**

CDD Keil is to request six copies of the report and make them available to commissioners and others who may be interested.

**F. ACTION ITEMS**

1. None

**G. DISCUSSION ITEMS**

1. **Landmarks Commission Recognition/Awards**

Commissioners discussed the presentation of awards and commendations as part of Historic Preservation Month activities. The consensus was to present commendations to building owners and/or businesses at the following locations:

- 165-167 Main Street
- 180-182 Main Street
- 184 Main Street
- 186 Main Street
- 196 Main Street
- 200 Main Street
- 204 Main Street
- 210 Main Street
- 216 Main Street
- 220 Main Street
- 226 Main Street
- 230 Main Street
- 214 Washington Street

CDD Keil is to discuss the process for presenting the awards with Mayor Merkes.

**2. Landmarks Commission Guidebook Distribution**

Commissioners are to distribute the guidebooks as follows:

- Tom Grade – Club Liquor, Club Tavern, Hotel Pub, Jdog Studios, Vertigo 1894
- Bernie Zimmerman – Restoration, Drive Line Service & Repair, Art Affair, Blind Pig, Jeffry Rostas, DDS
- Mary Nebel – Wreath Factory, The Mixx, Accent Floral, Inspiring Interiors
- Joe Weidert – 212 Main Street, Menasha Grill, Wild Apple
- Kristi Lynch – Brin Building Tenants

CDD Keil is to distribute guidebooks to the Brin Building owner, Mike McClone for 184, 186 and 230 Main Street, Korona Klub, Corrente's Martial Arts Studio and to Joe Nemecek for 180 Main Street.

**3. Façade Improvement Program Grant/Loan Balance**

The balance remains at approximately \$18,400. Comm. Weidert reported that the grant and loan application forms are being printed.

**4. Future Landmarks Commission Activities/Projects**

**a. Identifying Architectural Elements Contest**

Commissioners discussed publicity for the contest, the distribution of contest entry forms, contest form entry locations and the selection of contest winners. The contest is to be announced on the city's website, and promoted through the DIDC newsletter. The Scene and the Post Crescent will be approached to do a story on the contest. The entry forms are to be dropped off at the participating businesses.

**b. Other**

Commissioners discussed possibilities for promoting the arts, opportunities associated with the Brin building, and the preparation of a directory of downtown businesses.

**H. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA**

1. No one spoke.

**I. ADJOURNMENT**

Moved by Comm. Lynch, seconded by Comm. Zimmerman to adjourn at 5:46 PM.


The motion carried.

*Respectfully submitted by Greg Keil, CDD.*



City of Menasha  
Department of Community Development  
140 Main Street  
Menasha WI 54952  
(920) 967-3650 (920) 967-5272 fax

## APPLICATION FOR SIGN PERMIT

Date:	3/8/2011		
Site Address:	186 Main St		
Zoning:	Parcel #:		
Name of Business:	The Weather Vane		
Property Owner:	Pat DeFrane	Phone:	920-716-0853
Address:		Fax:	
		Email:	
Applicant:	Sign-A-Rama	Phone:	920-739-7446
Contact:	Tom Domask	Fax:	920-739-7795
Address:	2428 W. Nordale Dr	Email:	tom@valleysigns.com
	Appleton WI 54914		
<p>The undersigned hereby agrees to install all signs in accordance with applicable ordinances and holds the City of Menasha harmless from any and all damages, claims or causes of action whatsoever of any nature by reason of installation, use, continuances, or maintenance of said sign(s).</p>			
		3/8/2011	
Property Owner Signature		Date	

### Required Submissions (staff use only)

☐ Site Plan  
☐ Building Elevations  
☐ Sign Illustration & Description  
☐ Permit Fee(s)  
Total: \$ \_\_\_\_\_  
Receipt: # \_\_\_\_\_

### Review & Approval (staff use only)

☐ Zoning  
☐ C-2 Central Business District Design Standards  
☐ Landmarks Commission - Historic District  
☐ Common Council - Special Use Permit  
☐ Public Works - Vision Control Area/ROW

☐ Final Approval  
Conditions: \_\_\_\_\_

\_\_\_\_\_  
Zoning Administrator

\_\_\_\_\_  
Date Issued

### Sign Permit Application Instructions

1. It is recommended that applicants consult with the Zoning Administrator during the initial planning stages to avoid delays and ensure that all proposed signage complies with City of Menasha ordinance requirements.
2. Before construction or installation of any sign(s) requiring a permit, applicants shall submit a sign permit application package that includes:
  - A completed permit application form with the signature of the property owner.
  - Required permit fees for each sign.
  - An accurate plot plan drawn to scale of the entire lot on which the sign(s) will be located showing the location of buildings, parking lots, driveways, and landscaped areas on the lot.
  - An accurate indication on the plot plan of the location and orientation of all existing signs, each sign for which a permit is requested, and the anticipated location of future signs requiring a permit.
  - A description and illustration of each proposed sign including the following:
    - Colors and materials to be used in sign construction (e.g., limestone base with bronze letters, etc);
    - Style of lettering for all signs;
    - Appearance/location of logos or icons;
    - Location of each sign on the building(s), with building elevations if necessary (e.g., over doors, over windows, awnings, etc);
    - All sign proportions; and,
    - Types of illumination (e.g. external illumination with description of type of outdoor light fixture).
  - In addition, optional submittals may be required by the Zoning Administrator if deemed necessary due to the character of the proposed signs and/or site.

Over - Please complete both sides of the application form

Please provide the following information for all proposed new signs along with any existing signs to remain on the property and attach the required site plan and sign illustration(s):

**Property Information (required)**

Linear Dimensions of Building Exposures: North: 28 ft South: 28 ft East: \_\_\_\_\_ ft West: \_\_\_\_\_ ft  
 Corner Lot: Yes: \_\_\_\_\_ No: X  
 Multiple Tenants: Yes: \_\_\_\_\_ No: X  
 Existing Signs: Yes: \_\_\_\_\_ No: X

**Business Center Signs (\$150/sign + Special Use Permit)**

Approval \_\_\_\_\_

Existing: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Proposed 1: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Proposed 2: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Illumination: None: \_\_\_\_\_ Internal: \_\_\_\_\_ External: \_\_\_\_\_ Backlit/Halo: \_\_\_\_\_  
 Description: \_\_\_\_\_

**Monument Signs (\$150/sign)**

Approval \_\_\_\_\_

Existing: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Proposed 1: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Proposed 2: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Illumination: None: \_\_\_\_\_ Internal: \_\_\_\_\_ External: \_\_\_\_\_ Backlit/Halo: \_\_\_\_\_  
 Description: \_\_\_\_\_

**Monument Signs with Electronic Message Centers (\$250/sign + annual inspection fee)**

Approval \_\_\_\_\_

Existing: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Proposed 1: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 EMC 1: Message Area: \_\_\_\_\_ sq ft Static Area: \_\_\_\_\_ sq ft Total EMC Area: \_\_\_\_\_ sq ft  
 Proposed 2: Area: \_\_\_\_\_ sq ft Base Height: \_\_\_\_\_ ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 EMC 2: Message Area: \_\_\_\_\_ sq ft Static Area: \_\_\_\_\_ sq ft Total EMC Area: \_\_\_\_\_ sq ft  
 Illumination: None: \_\_\_\_\_ Internal: \_\_\_\_\_ External: \_\_\_\_\_ Backlit/Halo: \_\_\_\_\_  
 Description: \_\_\_\_\_

**Pole Signs (STH 441 Only) (\$150/sign)**

Approval \_\_\_\_\_

Existing: Area: \_\_\_\_\_ sq ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Proposed: Area: \_\_\_\_\_ sq ft Total Height: \_\_\_\_\_ ft Setback: \_\_\_\_\_ ft  
 Illumination: None: \_\_\_\_\_ Internal: \_\_\_\_\_ External: \_\_\_\_\_ Backlit/Halo: \_\_\_\_\_  
 Description: \_\_\_\_\_

**Projecting Signs (\$75/sign)**

Approval \_\_\_\_\_

North Elevation: Existing: \_\_\_\_\_ sq ft Proposed 1: \_\_\_\_\_ sq ft Clearance Height: \_\_\_\_\_ ft  
 South Elevation: Existing: 0 sq ft Proposed 2: 9.5 sq ft Clearance Height: 11 ft  
 East Elevation: Existing: \_\_\_\_\_ sq ft Proposed 3: \_\_\_\_\_ sq ft Clearance Height: \_\_\_\_\_ ft  
 West Elevation: Existing: \_\_\_\_\_ sq ft Proposed 4: \_\_\_\_\_ sq ft Clearance Height: \_\_\_\_\_ ft  
 Illumination: None: \_\_\_\_\_ Internal: \_\_\_\_\_ External: \_\_\_\_\_ Backlit/Halo: \_\_\_\_\_  
 Description: \_\_\_\_\_

**Sidewalk Signs (\$50/sign)**

Approval \_\_\_\_\_

Proposed: Area: \_\_\_\_\_ sq ft Height: \_\_\_\_\_ ft Location: \_\_\_\_\_  
 Description: \_\_\_\_\_

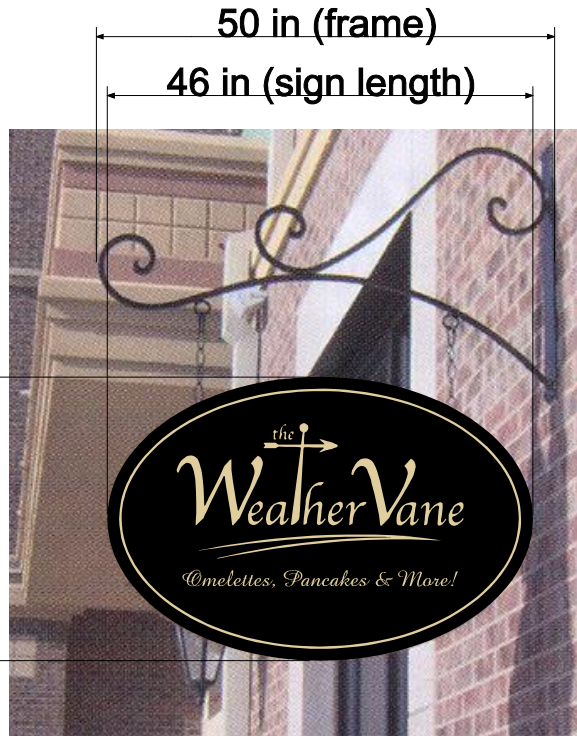
**Wall, Awning, Canopy, or Marquee Signs (\$75/sign)**

Approval \_\_\_\_\_

North Elevation: Existing: 0 sq ft Proposed 1: 4.5 sq ft Type: Flat panel  
 South Elevation: Existing: 0 sq ft Proposed 2: 16 sq ft Type: applied vinyl graphics  
 East Elevation: Existing: \_\_\_\_\_ sq ft Proposed 3: \_\_\_\_\_ sq ft Type: \_\_\_\_\_  
 West Elevation: Existing: \_\_\_\_\_ sq ft Proposed 4: \_\_\_\_\_ sq ft Type: \_\_\_\_\_  
 Illumination: None: X Internal: \_\_\_\_\_ External: \_\_\_\_\_ Backlit/Halo: \_\_\_\_\_  
 Description: single flat panel sign, illuminated with applied graphics



north elevation





# Discover Historic Menasha

*and win a \$200 shopping spree!*

1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



19



20



Identify the buildings that feature these architectural details and win a \$200 Downtown Menasha shopping spree.

Entry forms and rules are on back

Write the building address next to the correct architectural photo number.

Photo    Building address

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Rules: