

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  
Menasha City Center, Room 133  
100 Main Street, Menasha**

**October 11, 2017**

**5:00 PM**

**AGENDA**

**A. CALL TO ORDER**

**B. ROLL CALL/EXCUSED ABSENCES**

**C. MINUTES TO APPROVE**

1. Minutes of the September 13, 2017 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**

**F. ACTION ITEMS**

1. Application for Sign Request – 200 Main Street – Craig Zoltowski
2. Application for Renovation/Remodel Request and Façade/Grant Request  
200 Main Street – Craig Zoltowski
3. Application for Sign Request – 180-182 Main Street –

**G. DISCUSSION**

1. Walkway Plaque
2. Draft Press Release – Club Liquor Preservation Plaque
3. Mill Street Terminus Plaque

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

Five (5) minute time limit for each person

**I. ADJOURNMENT**

If you have any questions, please call the Community Development Department at (920) 967-3650 between 8:00 AM – 4:00 PM, Monday through Friday

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**  
**Council Chambers, 3<sup>rd</sup> Floor**  
**100 Main Street, Menasha**  
September 13, 2017  
**DRAFT MINUTES**

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**A. CALL TO ORDER**

Meeting called to order by Chairman Grade at 5:01 PM.

**B. ROLL CALL/EXCUSED ABSENCES**

LANDMARKS MEMBERS PRESENT: Commissioners Tom Grade, Emilie Steinmann, Dean Wydeven, Kate Muller, Kim Massey and Alderman Collier.

LANDMARK MEMBERS EXCUSED: Tim Hoff

OTHER PRESENT: CDD Buck, PP Schroeder, and Alderman Ted Grade

**C. MINUTES TO APPROVE**

**1. Minutes of the August 9, 2017 Landmarks Commission Meeting**

Motion by Ald. Collier to approve the minutes of the August 9, 2017 Landmarks Commission meeting, second by Comm. Wydeven. 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**

No comment.

**E. COMMUNICATION**

**1. Local History & Historic Preservation Conference – Oct. 20-21, 2017**

CDD Buck explained that the Landmarks Commission does not have any budgeted funds to send anyone to this conference; however, it is typically a good educational experience and would encourage anyone that can to go.

Comm. Wydeven suggested staff look at requesting a small budget addition to allow one or two members to annually attend the Historic Preservation Conference and report back to the overall Commission.

**F. ACTION ITEMS**

**1. Application for Renovation/Remodel and Sign Request – 198-200 Main Street – Craig Zoltowski**

CDD Buck presented a brief background of the property, explaining that the property is made up of two buildings and three facades. Only the façade in question of 198 Main Street is considered to be a contributing structure to the historical district. This structure, known as the John Schubert building was constructed in 1887 using the Romanesque Revival Architectural Style. Mr. Zoltowski's request is to reopen the original store front that had previously been covered and lined with a wall of windows. In addition to reopening the original store front, Mr. Zoltowski would also replace the existing projecting Blind Pig sign with new projecting Brew Mill sign using the existing brackets and mounting hardware.

Comm. Muller questioned the color of the trim around the windows and stated she would have concern if the color of the trim was not unified through this façade and the overall store front as the renderings shows a white example. The overall Commission shared

these concerns stating that the Commission needs to ensure that they are protecting the historical character of the building and the overall district.

In discussion of the proposed new sign, the Commission had additional questions regarding the details of the proposed and existing signage including the materials, construction, design, colors, size, plans for the existing "Bar & Grill" wall sign. Until more details could be provided the Commission did not want to make assumptions. The consensus was to table the sign request until further details can be brought forward.

*Motion to approve the Renovation/Remodel Request*

Motion by Comm. Muller to issue a Certificate of Appropriateness for the renovation/remodel of 198-200 Main Street with the condition that the exterior trim and color scheme be unified and match the existing façade, second by Comm. Steinmann. The motion carried.

*Motion to Table the Sign Request*

Motion by Ald. Collier to table the Sign Request for 198-200 Main Street until further details and information regarding the sign can be presented, second by Comm. Grade. The motion carried.

**2. Façade Improvement Grant Request – 198 Main Street – Craig Zoltowski**

The request for the proposed façade improvement grant is for the work described until Action Item 1.

CDD Buck presented a brief summary of the City of Menasha of the Landmarks Commission Grant and Loan Program. If the request funds are approved today, there is only \$12,000 worth of funds still available to award for future projects. Although the Commission can grant a greater loan amount, the maximum grant award for any one façade is \$2,500. CDD Buck added that the Applicant will need to provide a minimum of two separate estimates for the proposed work to be completed. The application indicated the cost to be \$10,000.

Motion by Comm. Muller to approve the Façade Improvement Grant Request of \$2,500 for 198 Main Street with the condition that the exterior trim and color scheme be unified and match the existing façade, second by Ald. Collier. The motion carried.

**G. DISCUSSION ITEMS**

**1. Presentation Houston Video**

The Commission discussed the overall video that showcased the history of Houston, how it came about, and how it is being remembered today. Although in a much difference sense and scale, Menasha does have similar characteristics throughout history and how we got to where we are today. The Commission conversed about what it would take to create a similar promotional video describing Menasha's past.

CDD Buck stated that there are a number of things that are currently available that the Commission may want to look at revamping first. These tools such as walking tours, historic walking brochures, and the website, all of which could assist in the future creation a historical video as well as lead to future promotional/educational materials.

*Comm. Kim Massey arrived at 6:00 p.m.*

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

No comment.

**I. ADJOURNMENT**

Motion by Ald. Collier to adjourn at 6:15 PM, second by Comm. Massey. The motion carried.

*Minutes prepared by PP Schroeder.*





**Application for renovation, remodel or signage  
project in a Menasha Historical District**

Date: October 06, 2017 Property Address: 200 Main St. Menasha  
Applicant's name: Craig Zoltowski Owner or Renter? owner  
Mailing Address if different than Property Address: 335 Lake Rd  
City: Menasha State: WI Zip: 54952  
Daytime Phone: 203-428-5159 Evening Phone: 920-383-6476 E-mail: zoltowski@hotmail.com  
Description of planned improvement: See attached.

*Note: Please attach all material lists, material brochures, samples and photos, Ascale drawing is recommended or may be required by the Commission.*

List all contractors, sub contractors and material suppliers Cardinal Construction, Vance Wadner,  
Black Walnut Design, Michael Wink

Estimated Total Cost: \$ 5k-7k Estimated Start Date: Oct 2017 Estimated Completion Date: end of year

**Menasha Landmarks Commission  
Facade Improvement Grant/Loan Policies**

Application for facade/grant loans shall be made to the Community Development Department on forms provided by the department.

**I. Pre Application**

The preliminary application shall include a description of the proposed work including a timetable with a projected start/completion date.

Such description shall include a listing of the number and type of improvements, the type of material, method of construction and color or colors of materials to be used and a rough cost estimate for completing the work.

**II. Initial Consultation**

The applicant shall meet with the Community Development Director to review the pre application. A preliminary assessment will be made of project eligibility and the appropriateness of materials and/or finishes to be used using National Park Service Guidelines for Rehabilitating Historic Buildings or other standards as may be adopted pursuant to the Landmark's Commission Ordinance. The Director of Community Development may consult with Landmark's Commission members, the State Historical Society, or others of recognized expertise in conducting such assessment.

**III. Application**

Following the initial consultation the Director of Community Development may authorize proceeding with the application for façade grant/loan funds. Such application shall include a detailed description of the project including those elements described in Section II.

For projects over \$1,000 two written estimates from bona-fide contractors or suppliers shall be submitted. If the owner is proposing to do the work only the cost of materials shall be eligible for funding.

The completed application will be scheduled for review at the next scheduled Landmarks meeting.

**IV. Financial Assistance**

**A. Grants**

Grants are available for approved projects on a dollar for dollar match basis up to a maximum of \$2,500 per building façade. A façade shall be defined as a

building elevation which has a primary exposure to a public street or is otherwise highly visible from space dedicated or leased to the public.

*For projects related to the implementation of the TID #7 Project Plan, the grant amount may be increased to a maximum of \$10,000 per façade on a dollar for dollar match basis.*

Grant funds will be dispersed upon submission of an invoice and verification of completion of the work by the Director of Community Development.

## V. Loans

Loans are available for approved projects. Applications shall be reviewed by the Director of Community Development in consultation with the City Comptroller and City Attorney. Such review shall consider the financial capacity of the applicant to repay the loan, and any other considerations relevant to the project or loan program. The applicant may be required to submit corporate and/or personal financial statements, tax returns or other evidence of financial capacity. The applicant may be required to execute a mortgage or provide other means of securing the funds borrowed.

Approved loans will bear interest at the rate of 4% per annum and have a maximum term of one year per \$1,000 borrowed. The maximum loan amount is \$20,000 per project, with a maximum term of ten years.

*For projects related to the implementation of the TID #7 Project Plan, loans will bear no interest and repayment of the principal amount shall be deferred until the property is sold or transferred. The maximum amount of the loan shall be \$30,000 per façade.*





# DOWNTOWN MENASHA SIGN DESIGN GUIDELINES

## C-2 CENTRAL BUSINESS DISTRICT



### GUIDELINES

#### GENERAL GUIDELINES FOR ALL SIGNS IN THE C-2 DISTRICT

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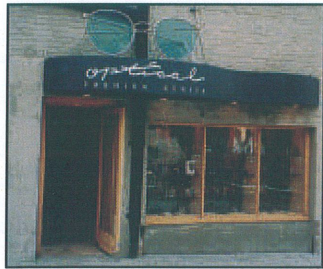
ADOPTED BY CITY OF MENASHA COMMON COUNCIL ON JUNE 1, 2009.



## APPLICABILITY

The standards and guidelines set forth in this manual apply to all properties within the C-2 Central Business District of the City of Menasha as indicated on the map at the end of this document.

- All proposed signs consistent with the guidelines stated herein shall require approval.
- Signs not consistent with the guidelines stated herein, shall be subject to design review by the Menasha Landmarks Commission.



- Signs may not be changed or installed until the Community Development Department has issued the permit.
- Many non-conforming signs will exist within the commercial core of Downtown Menasha after these guidelines are implemented. The intent of the Community Development Department is to improve the Downtown experience for everyone. Therefore, voluntary compliance with these guidelines is highly encouraged for businesses with existing signage.

## PURPOSE

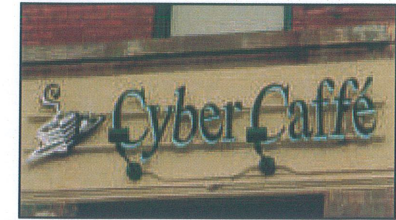
The intent of the sign design guidelines is to accomplish the following:

- Establish reasonable and improved standards for business identification.

- Assist property owners and business owners in understanding city expectations.
- Reduce the time involved for processing sign approvals.
- Encourage creative and innovative approaches to signage within an established framework.
- Promote economic vitality in the downtown.
- Enhance overall property values and the visual environment in the city by discouraging signs which contribute to the visual clutter of the streetscape.
- Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising.
- Ensure signs on the façade of buildings reinforce the existing character and are integrated into the architectural scheme of the building.
- Promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message.



## Downtown Menasha Sign Design Guidelines 2



## PERMITTED SIGNS

THE FOLLOWING SIGN TYPES ARE PERMITTED IN THE C-2 CENTRAL BUSINESS DISTRICT:

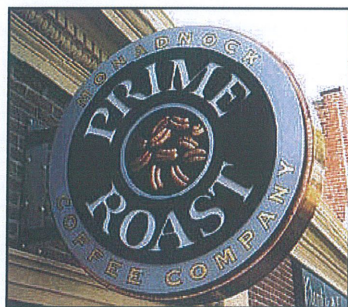
- WALL SIGNS
- AWNING & CANOPY SIGNS
- PROJECTING SIGNS
- WINDOW SIGNS
- PLAQUE SIGNS
- RESTAURANT MENU SIGNS
- MONUMENT SIGNS
- BUSINESS CENTER SIGNS
- SIDEWALK SIGNS (A-FRAME SIGNS)
- PORTABLE SIGNS (LIMITED USE)

ALL SIGNS IN THE C-2 CENTRAL BUSINESS DISTRICT MUST BE EITHER EXTERIOR-LIT, BACK-LIT (HALO) OR NON-LIGHTED.

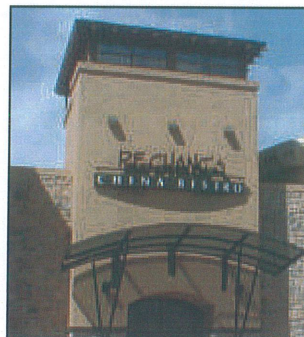


## SIGN OVERVIEW

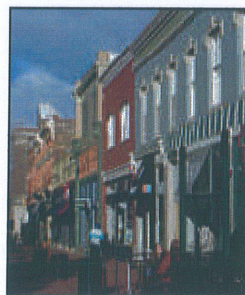
- All signs should be architecturally integrated with their surroundings in terms of size, shape, color texture, and lighting so that they are complementary to the overall design of the buildings.
- Signs should reflect the character of the building and its use.
- Signs should respect the immediate context of the building's location and the overall character of Downtown Menasha.
- Signs should enhance the primary design elements or unique architectural features of buildings.



- Signs should be designed with the purpose of promoting commercial and street activity while enhancing the pedestrian experience.
- The size of signs and its letters should be located in logical "signable areas" which relate to the pattern of the façade.
- The number of signs per building façade should be limited to the fewest necessary to clearly identify businesses located within.
- Signs are not permitted to cover or obscure architectural features of buildings.
- Consider the layout and shape of the architectural features of the building when determining the size and location of a sign.
- Design elements such as window patterns (vertical and horizontal rectangles, arches, squares, etc.) will help determine the sign shape that will suit the building.



- All signs are to be maintained properly such that they are always in clean, working condition and the copy is not obscured or damaged.
- Signs that encroach or project over the public right-of-way shall be subject to approval of an revocable occupancy permit.
- New signs proposed for existing buildings shall provide a compatible appearance with the existing signage of other tenants. Signs should not attempt to unify the business with its nearest neighboring tenants.



## PERMITTED SIGN AREA

Table 1 applies to the following types of signs which require a sign permit: wall, awning/canopy, marquee, projecting, monument, and sidewalk (A-frame), and business center. Permitted sign area for all other signage is addressed individually in the specific guidelines' section throughout the remainder of this document.

The allowable square footage of sign area in the **C-2 Central Business District** shall be computed based upon amount of frontage as indicated in the following table (generally, one square foot of signage per lineal foot of store frontage).

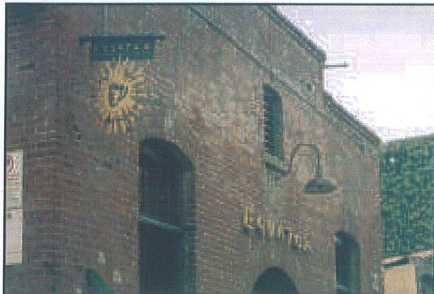
### ALLOWABLE SIGN AREA PER BUILDING EXPOSURE

WALL	MAXIMUM 1 SQ. FT. FOR EACH LINEAL FT. OF STOREFRONT NOT TO EXCEED 50 SQ. FT. (SEE CODE FOR SECOND FLOOR BUSINESSES)
AWING / CANOPY	MAXIMUM 1 SQ. FT. FOR EACH LINEAL FT. OF STOREFRONT NOT TO EXCEED 50 SQ. FT.
MARQUEE	MAXIMUM 1 SQ. FT. FOR EACH LINEAL FT. OF THE STOREFRONT NOT TO EXCEED 50 SQ. FT. LIMITED USES PERMITTED
PROJECTING	MAXIMUM 1 SQ. FT. FOR EACH LINEAL FT. OF STOREFRONT NOT TO EXCEED 25 SQ. FT./FACE
MONUMENT	MAXIMUM 1 SQ. FT. FOR EACH LINEAL FT. OF THE BUILDING EXPOSURE; NOT TO EXCEED 50 SQ. FT.
SIDEWALK (A-FRAME)	MAXIMUM 8 SQ. FT./SIGN FACE, 16 SQ. FT./SIGN
BUSINESS CENTER	REQUIRES SPECIAL USE PERMIT; MAXIMUM 50 SQ. FT./SIGN FACE FOR 1ST BUSINESS, 25 SQ. FT./SIGN FACE FOR EACH BUSINESS THEREAFTER; NOT TO EXCEED 100 SQ. FT.

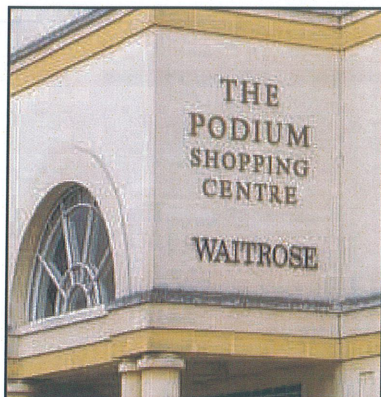


## PLACEMENT

- The architecture of the building often identifies specific locations for signs, and these locations should be used.



- The size of signs shall be in proportion to the size of their location.
- Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square footage allowed in the zoning code.
- To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
- Signs that are replaced on stucco exteriors can result in unattractive "patched" areas. These potential maintenance problems shall be addressed during the approval process for the sign replacement.

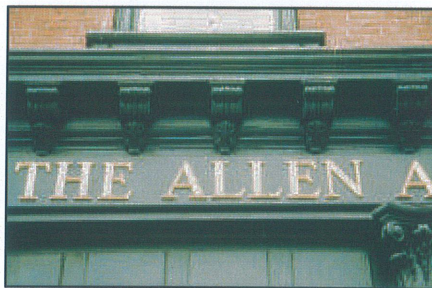


## MULTI-STORIED BUILDINGS

- Ground floor tenants should place signs at the storefront level.
- Window signs are permitted on upper portions (see guidelines for qualifying signs).
- Upper story tenant signs are restricted to signs above the entrance and window signs (see guidelines for details).
- Window signs for upper story tenants are permitted if the tenant has an entrance at the sidewalk and a directory sign is located at the ground floor. Window signs shall not exceed 30% of each window area.

## DESIGN & MATERIALS

- Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.

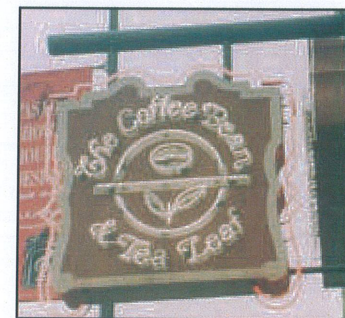


- Signs should be professionally constructed using high-quality materials such as metal, stone, wood, brass-plated, and exposed neon.
- Internally lit letters (other than exposed inert gas tubing) or box signs are prohibited.
- The colors and lettering styles should complement the building façade and harmonize with neighboring businesses.
- Excessively bright colors or over-scaled letters shall not be used as a means to attract attention.

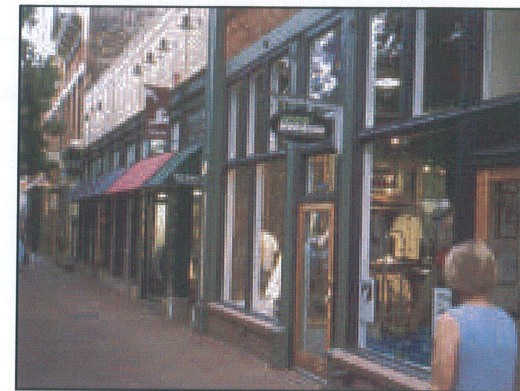
## Downtown Menasha Sign Design Guidelines 4



- The design and alignment of signs on multiple use buildings should be harmonious with each other such that a unified appearance is achieved.



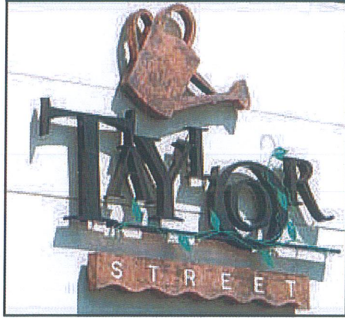
- Signs shall respect the zoning district's dominant characteristics.





## SIGN MESSAGE

- Primary signs contain only the name of the business and/or its logo. Secondary text identifies products and should be located in a secondary location.



- Signage that contains advertising is not permitted. However, signs may include information describing the products sold or services provided.
- Sign message must be designed to fit properly into the sign location.
- Modification to logos and corporate identifiers may be required to fit attractively in the space provided.
- Sign fonts shall be selected to provide both clarity and artistic integrity.

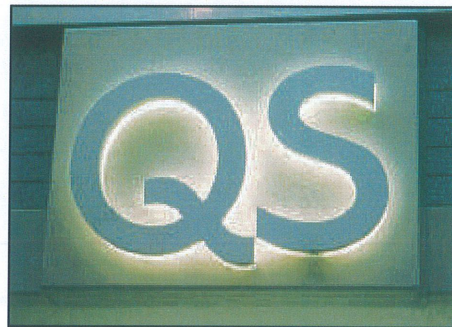


## SIGN LIGHTING

- Arrange any external spot or flood lighting such that the light source is directed away from passersby. The light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.



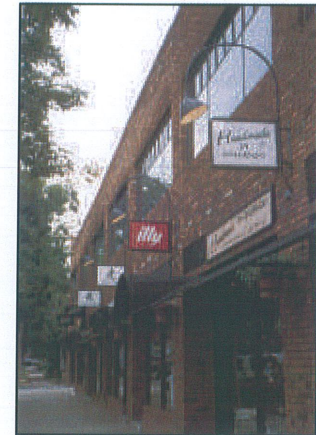
- Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are allowed for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.



- Internally lit signs and signs which use blinking or flashing lights are not permitted.
- Visible raceways and transformers are prohibited. Sign installation details shall indicate the location of the transformer and other mechanical equipment.

## Downtown Menasha Sign Design Guidelines 5

- Projecting luminaries used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.



- Where individual letter signs face nearby residential areas, a low level of brightness shall be maintained with the use of halo-lit letters or down lighting (i.e., gooseneck luminaries).



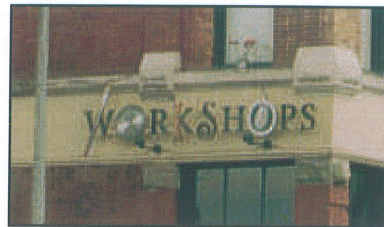


**WALL SIGNS** ARE TO BE MOUNTED FLUSH AND FIXED SECURELY TO A BUILDING WALL, PROJECTING NO MORE THAN 30 INCHES FROM THE FACE OF A BUILDING WALL, AND NOT EXTENDING SIDEWAYS BEYOND THE BUILDING FACE OR ABOVE THE WINDOW SILL OF THE SECOND STORY WINDOW.

- Wall signs should be located on the upper portion of the storefront, within or just above the enframed storefront opening. The length of the sign should not exceed the width of the enframed storefront.
- Wall signs shall be placed within a clear signable area. Signable areas are defined as an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail.
- Wall signs shall not exceed 1 square foot for each linear foot of storefront, with a maximum of 50 square feet and a minimum of 10 square feet for ground floor businesses. Second floor businesses are allowed 1 shared wall sign per entrance not to exceed 8 square feet.



- Wall signs shall be mounted in locations that respect the design of a building, including the arrangement of bays and openings.



- Signs should not obscure windows, grillework, piers, pilasters, and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e., over a storefront opening).
- Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color.
- Signs should be designed to create a projection, provide shadow relief, and a substantial appearance.
- Signs painted directly onto buildings are prohibited.

## AWNING & CANOPY

**SIGNS** ARE SIGNS THAT ARE PRINTED ON, PAINTED ON, OR ATTACHED TO AN AWNING OR CANOPY ABOVE A BUSINESS DOOR OR WINDOW. THEY GENERALLY SERVE TO BRING COLOR TO THE SHOPPING ENVIRONMENT AND ARE ORIENTED TOWARD PEDESTRIANS FROM THE OPPOSITE SIDE OF THE STREET.

- Sign lettering and/or logo should comprise no more than 30% of the total exterior surface of an awning or canopy. The maximum allowed is 1 square foot for each lineal foot of storefront.
- Awnings and canopies must be permanently attached to buildings.
- The minimum height of awnings shall be 7 feet from the lowest point to the sidewalk.
- Open-ended awnings are preferred.

## Downtown Menasha Sign Design Guidelines 6



- Awnings and canopies shall be mounted on the horizontal framing element separating the storefront window from the transom (a crosspiece separating a doorway from a window).
- Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry pier or arches.
- Awnings shall be mounted on the wood or metal framing within a door or window opening, not on the wall surrounding the opening.
- Awnings with back-lit graphics or other kinds of



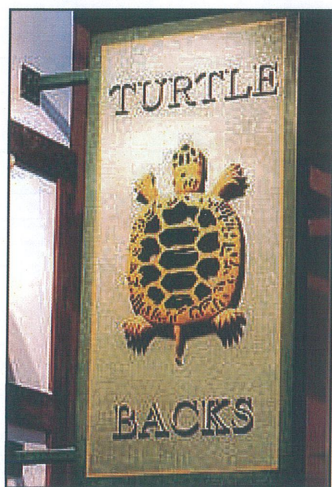
interior illumination are not permitted.

- Matte finish canvas is preferred
- Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors are discouraged.

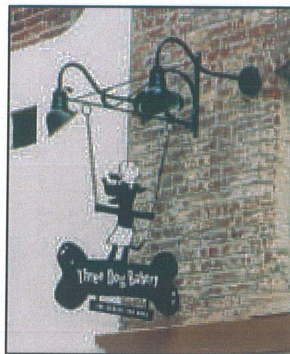


## PROJECTING SIGNS ARE

AFFIXED TO THE FACE OF A BUILDING OR STRUCTURE AND PROJECT IN A PERPENDICULAR MANNER MORE THAN 12 INCHES FROM THE WALL SURFACE OF THAT PORTION OF THE BUILDING OR STRUCTURE TO WHICH IT IS MOUNTED. PROJECTING SIGNS ARE STRONGLY ENCOURAGED AND SHOULD BE CAREFULLY DESIGNED TO REFLECT THE CHARACTER OF EACH BUILDING AND BUSINESS AS WELL AS FITTING COMFORTABLY WITH OTHER ADJACENT SIGNAGE.



- Projecting signs shall not be mounted above the second floor windowsill in multi-storied buildings.
- The design of the sign should consider visually interesting elements such as square or rectangular shapes with painted or applied letters, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
- Projecting signs should be small in scale and provide a vertical clearance of 7 feet along pedestrian areas.
- Projecting signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum

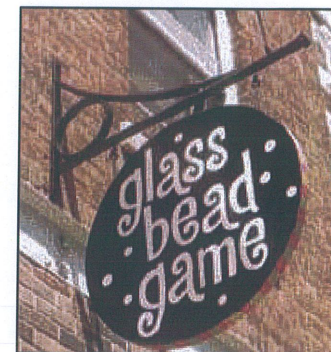


clearance of 12 inches between the building face and sign and maintaining a projection of 36 inches.

- Projecting signs shall be allowed 1 square foot for each linear foot of the storefront, not to exceed 25 square feet per sign face for ground floor businesses. Upper floor businesses may have 1 shared projecting sign per entrance not to exceed 8 square feet.
- Mounting hardware should be an attractive and integral part of the sign design. Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for signs. However, metal brackets of a more decorative and complex shape are encouraged where appropriate to add to the character of the building.



## Downtown Menasha Sign Design Guidelines 7



**MARQUEE SIGNS** ARE PROJECTING SIGNS ATTACHED TO OR SUPPORTED BY A PERMANENT CANOPY OFTEN MADE OF METAL AND GLASS.

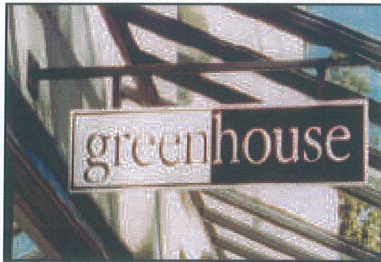
- Marquee signs are to be installed only on buildings occupied by theaters, cinemas, performing arts facilities, or parking structures.
- The sign copy of marquee signs shall be limited to include only the facility's name and changeable copy related to current and future attractions.
- The facility name portion of the sign should not exceed 40 percent of the total sign area and the changeable copy portions of the sign should not exceed 80 percent of the total sign area.
- Marquee signs are subject to 1 square foot for each linear foot of building exposure, not to exceed 50 square feet.
- Marquee signs must maintain a minimum clearance of 7 feet.



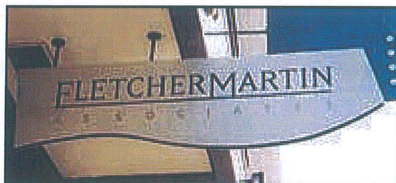


**HANGING SIGNS** ARE SIMILAR TO PROJECTING SIGNS EXCEPT THAT THEY ARE SUSPENDED BELOW A MARQUEE OR UNDER A CANOPY. HANGING SIGNS ARE GENERALLY SMALLER THAN PROJECTING SIGNS DUE TO THEIR LOWER MOUNTING HEIGHT.

- Hanging signs shall be used only at ground floor locations except for upper floor businesses with covered entry porches and balconies.



- Hanging signs shall be treated similar to but smaller than projecting signs.
- Hanging signs, excluding support rods, chains or similar hangers, shall fit within an imaginary rectangle with a maximum area of 4 square feet.
- Signs shall be oriented toward the pedestrian and should impart a sense of creativity in its design.



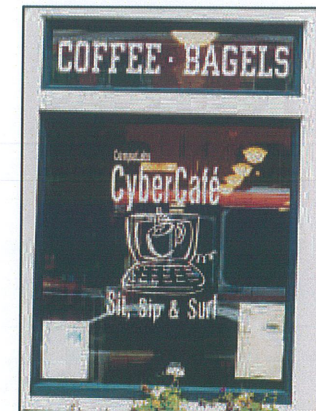
**WINDOW SIGNS** ARE SIGNS THAT ARE PAINTED, POSTED, DISPLAYED, OR ETCHED ON AN INTERIOR TRANSLUCENT OR TRANSPARENT SURFACE, INCLUDING WINDOWS OR DOORS. THIS TYPE OF SIGNAGE GENERALLY CONTAINS ONLY TEXT BUT IN SOME CIRCUMSTANCES CAN EXPRESS A SPECIAL BUSINESS PERSONALITY THROUGH GRAPHIC LOGOS OR IMAGES COMBINED WITH COLOR.

- Window signs shall not exceed 30% of the window area so that visibility into and out of the window is not obscured.
- Sign copy should not exceed 8 inches in height.
- Window sign copy shall be applied directly to glazed area.
- Window signs should be created from high quality materials such as paint, gold-leaf, or neon. Appropriate techniques for window signs include sandblasting or etched glass.



#### Downtown Menasha Sign Design Guidelines 8

- Window signs should be applied directly to the interior face of the glazing or hung inside the window thereby concealing all mounting hardware and equipment.



- Well-designed window graphics should be used in the construction of the sign to attract attention but still allow pedestrians to view store interiors.



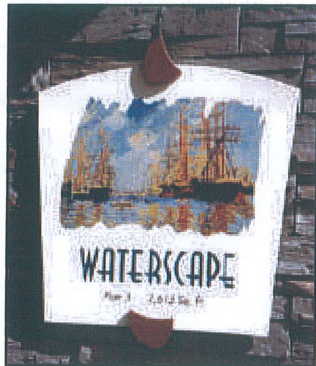


**PLAQUE SIGNS** ARE SMALL VERSIONS OF WALL SIGNS THAT ARE ATTACHED TO SURFACES ADJACENT TO SHOP FRONT ENTRIES.

- Plaque signs are to be located only on wall surfaces adjacent to tenant entries.
- Plaque signs are to fit within an imaginary rectangle with a maximum area of 2 square feet.



- Limit plaque sign projections from wall surfaces to a maximum of 2 inches.
- Signs are to include the business name and a business logo only.
- Plaque signs are encouraged to include unique designs or other visually stimulating decorations and may be irregular in outline shape.
- Limited to one at each entrance.



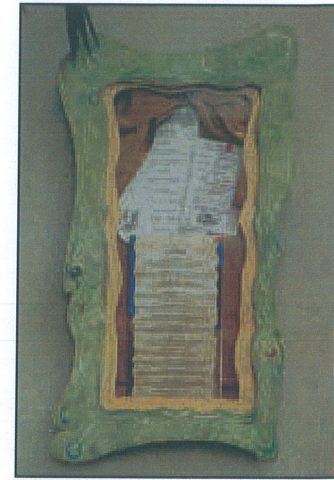
**RESTAURANT MENU SIGNS** ARE SIGNS THAT INCORPORATE A MENU CONTAINING A LISTING OF PRODUCTS AND PRICES OFFERED BY THE BUSINESS. SUCH SIGNS FACILITATE THE CUSTOMER IN LOCATING A RESTAURANT IN WHICH TO PATRONIZE. THEREFORE, PROMINENTLY DISPLAYED MENUS WITH PRICES AND OTHER IMPORTANT INFORMATION CAN HELP THE CUSTOMER IN MAKING THIS DECISION.

- Restaurant menu signs should be located in a permanently mounted display box on the surface of the building adjacent to the entry. Taping a menu to a box is not an appropriate menu sign.



- Menus may also be decoratively displayed in the window adjacent to the entry.
- Restaurant menu signs should be provided for all restaurants with table service.
- High quality materials and artistic designs should be used in the construction of menu signs.
- Limited to one at each entrance.

## Downtown Menasha Sign Design Guidelines 9



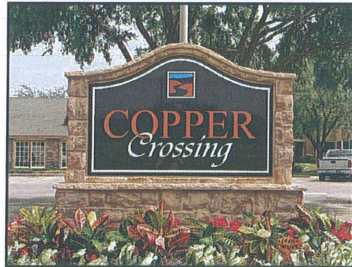
- Restaurant menu signs are not included in the calculation of maximum sign area.
- The allowable area for restaurant menu signs shall be a maximum of 6 square feet.
- Restaurant menu signs shall be appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.

**MONUMENT SIGNS** ARE FREESTANDING SIGNS WITH A LOWER HEIGHT CONFIGURATION. SUCH SIGNS ARE USUALLY USED FOR BUILDING COMPLEXES THAT ARE SEPARATED FROM ADJACENT STREETS BY SUBSTANTIAL SETBACKS.

- Low profile or monument signs shall not overhang public property and shall have a solid footing in or upon the ground.
- Low profile signs should be constructed out of materials that complement the building structure and its use.



- Architectural lines which complement that of the building should be incorporated, especially with respect to the top of the sign.
- The design of the sign structure and the text should express high quality construction.
- Low profile or monument signs should be composed of individual lettering that is consistent with the image of the business and the surrounding architectural style.
- Letter heights should not exceed 12 inches.

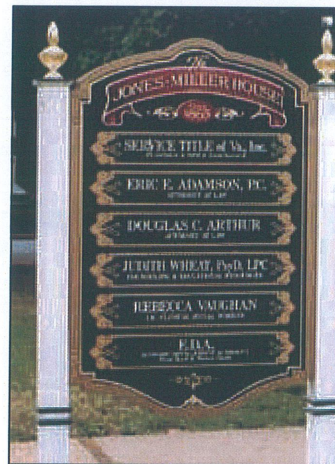


- Monument signs may be illuminated either by external fixtures designed to complement the appearance of the sign or halo-lit illumination.
- Internal illumination is not permitted.
- Sign text should be limited to the building or project name, logos, and the business address.
- The maximum sign height, including the sign base, shall not exceed 8 feet. Limiting sign height to 6 feet is encouraged.
- Monument signs should only be used when other alternative types of signage would not provide adequate identification.

## BUSINESS CENTER

**SIGNS** ARE MONUMENT SIGNS USED TO IDENTIFY MULTI-TENANT BUILDINGS OR DEVELOPMENTS AND BUSINESSES THAT DO NOT HAVE DIRECT FRONTAGE ON A PUBLIC STREET. BUSINESS CENTER SIGNS SHALL BE CONSTRUCTED AND ORIENTED TO THE PEDESTRIAN.

- Business center signs require a special use permit.
- The maximum area per business is 50 square feet/sign face for first business, plus 25 square feet/sign face for each business thereafter, not to exceed 100 square feet.
- The maximum height is not to exceed 8 feet.
- The sign copy may include the following: building or project name, project logo, address, business tenant names, and suite numbers or letters.
- The letter size of the building name, project name, or logo should not exceed 4 inches in height. All other copy should not exceed 2 inches in height.



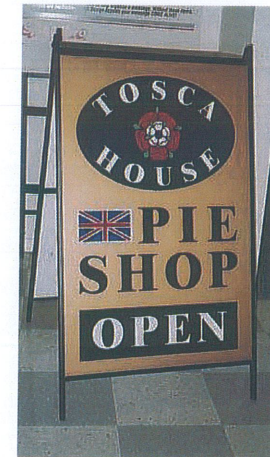
- Business center signs should be constructed out of materials that complement both the building structure and its use.
- Business center signs may be illuminated either by external fixtures designed to complement the appearance of the sign or halo-lit illumination.

## SIDEWALK (A-FRAME) SIGNS

ARE DESIGNED TO STAND ON THEIR OWN EITHER ON PUBLIC OR PRIVATE PROPERTY. SUCH SIGNS ARE PORTABLE AND ARE USUALLY PLACED ALONG PUBLIC SIDEWALKS TO ATTRACT PEDESTRIANS INTO SHOPPING AREAS.

## Downtown Menasha Sign Design Guidelines 10

- Sidewalk signs should be constructed using one of the following durable materials: wooden or metal signs suspended from a wire frame or wooden A-Frame signs with open bases.
- Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted materials for sidewalk signs.



- Sidewalk sign designs should be uncluttered, with a minimum of text. Logos and graphics are encouraged.
- Sidewalk signs must not be permanently affixed to any object, structure, or the ground.
- The maximum sign area per Sidewalk sign is 8 square feet. Sign area is calculated on one side only.
- Sign lettering should be between 2-4 inches high.

## PORTABLE SIGNS & OTHER SIGNS EXEMPT FROM PERMIT REQUIREMENTS

- Please see Sec. 13-1-62 of the Menasha Code of Ordinances.



City of Menasha  
**C-2 Central  
Business District**  
March, 2008

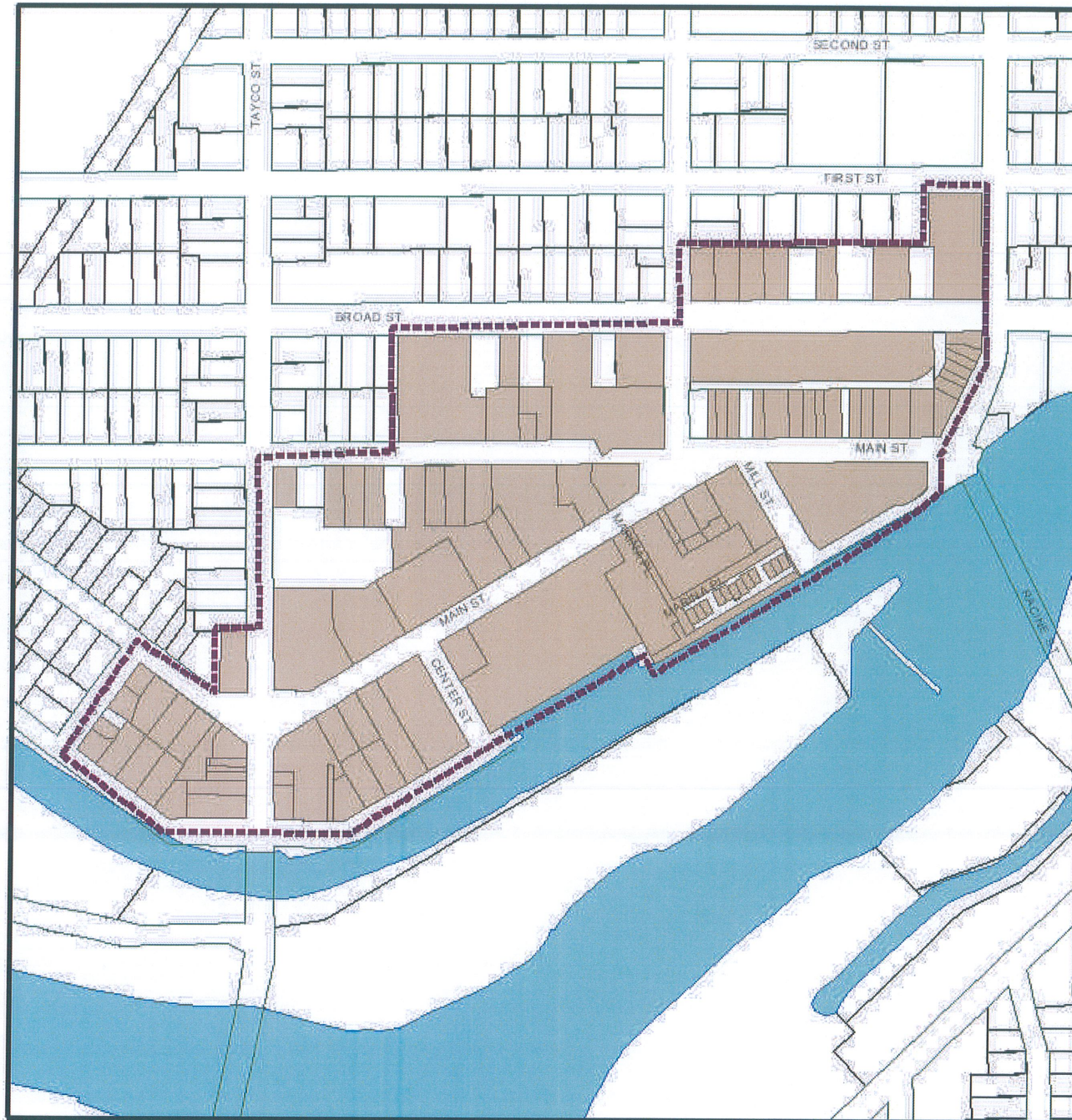
**Legend**

— Roads

— Lakes & Rivers

— C-2 District

— General Boundary of  
the C-2 District





## 200 Main St. Menasha Façade Improvement

### Consists of:

- New tin tiles (oil rubbed bronze color) – will make block match and look historic
  - Includes covering damaged black plywood, and glass block
- Painting new and old tin tiles oil rubbed bronze
- Creating new sign
- Installing new sign
- Remove old Attic sign
- Paint chains oil rubbed bronze
- Tuck-pointing where needed
- Paint door, railings, hardware to match (oil rubbed bronze)

Estimate \$5000-7000

Construction October 2017 to end of year/ beginning of next year





Test sample for color – oil rubbed bronze to coat tile across all façade – plywood and glass block too.





New sign will go  
here

Remove  
AHC  
sign

New Tax & oil raised house  
will go



### Application for Grant or Loan

Date: October 06, 2017 Property Address: 200 Main St. Menasha  
Applicant's name: Craig Zoltowski Owner or Renter? owner  
Mailing Address if different than Property Address: 335 Lake Rd  
City: Menasha State: WI Zip: 54952  
Daytime Phone: 203-428-5159 Evening Phone: 920-383-6176 E-mail: Zoltowski@hotmail.com  
Description of planned improvement: See attached for new sign tile, paint, tuck pointing

Note: Please attach all available bids, proposals and estimates for the planned improvement including a material lists, material brochures, samples and photos. A scale drawing is recommended or may be required by the Commission.

List all contractors, sub contractors and material suppliers Cardinal Construction, Jane Weidner,  
Black Walnut Design, Michael Wink

Estimated Total Cost: \$ 5K-7K Estimated Start Date: Oct 2017 Estimated Completion Date: end of year  
Total amount being requested from the Landmarks Commission: \$ 2500 ☒ Grant or Loan? Grant

#### Terms and Conditions:

1. The landmarks Commission reserves the right, in its sole discretion, to approve or deny any request for grants or loans, in whole or in part, or to conditional approval and/or payment of said grant or loan upon such terms as it deems appropriate. No grant or denial of any prior requests shall constitute precedent for the grant or denial of any subsequent request.
2. Every request shall comply with the Improvement Grant/Loan Policies stated on the back of this form which are incorporated herein by reference.
3. Payment shall only be made for those improvements approved by the landmarks Commission prior to or contemporaneous with the contribution request.
4. Payment shall only be made upon submission of actual invoices for labor or material and only for work that is performed in compliance with all applicable state, county and municipal code provisions and with required permits. Completion of work shall be verified by the Director of Community Development.



**Application for renovation, remodel or signage  
project in a Menasha Historical District**

Date: OCT 2, 2017 Property Address: (EDWARD JONES) 180 MAIN ST SUITE MENASHA  
Applicant's name: MID-STATE SIGN SERVICE, LLC Owner or Renter? \_\_\_\_\_  
Mailing Address if different than Property Address: 458 BROAD ST  
City: OSHKOSH State: WI Zip: 54901  
Daytime Phone: 920 658-3097 Evening Phone: SAME E-mail: ae1@mid-statess.com  
Description of planned improvement: INSTALLATION OF ~~THE~~ SIGNS

*Note: Please attach all material lists, material brochures, samples and photos, Ascale drawing is recommended or may be required by the Commission.*

List all contractors, sub contractors and material suppliers MID-STATE SIGN, LLC

Estimated Total Cost: \$ \_\_\_\_\_ Estimated Start Date: \_\_\_\_\_ Estimated Completion Date: \_\_\_\_\_



Exterior Site Plan | Summary



Sign	Recommended Sign	SF
Sign 01	24" Halo Lit	35.7
Sign 02	Interior Door Vinyl	
Sign 03	Window Vinyl	
Sign 04	Disclaimer Vinyl	
Sign 05	Non-illuminated Pan Sign	16
Sign 06	Non-illuminated ?Blade Sign	4.7

Client

Edward Jones

Project

Menasha, WI

Drawn By

AV

Date

04.28.17

Latest Revision

XX.XX.XX AV

MEMBER



INTERNATIONAL SIGN ASSOCIATION



LISTED

ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS.



South Water Signs

934 N. Church Road  
Elmhurst, IL 60126  
P 630.333.4900  
F 630.333.4915

# Edward Jones

180 Main St STE B  
Menasha, WI

7021921  
06.13.17



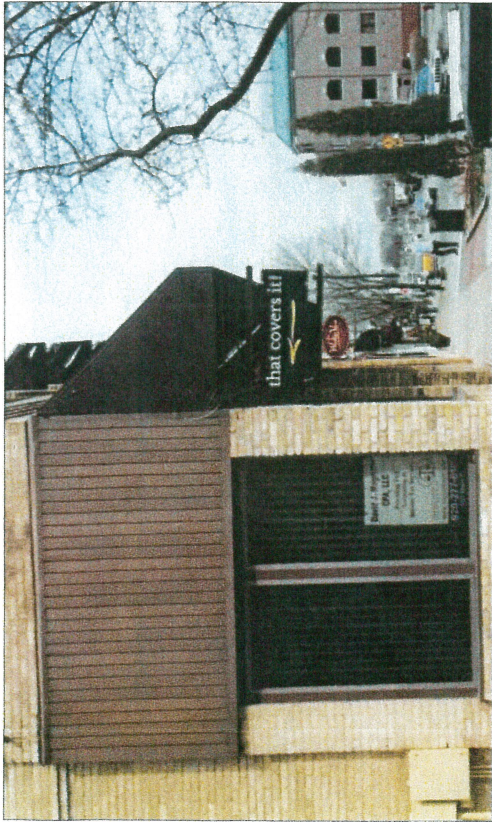
South Water Signs

594 N. Church Rd., Elmhurst, IL 60126

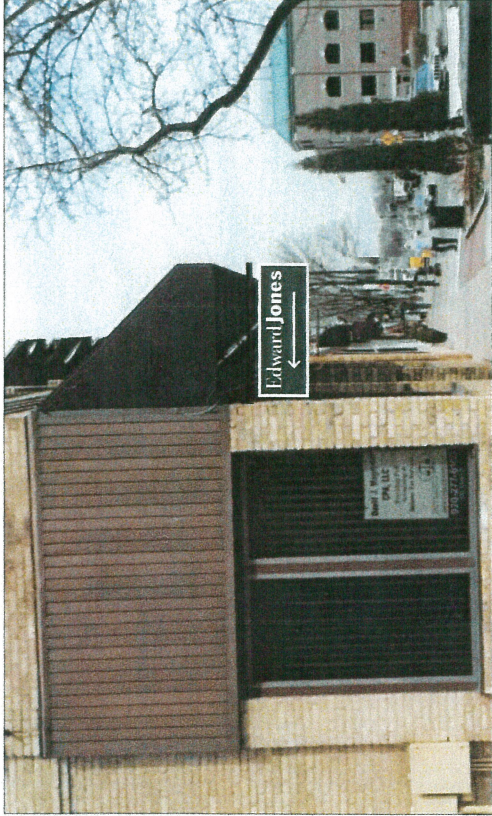


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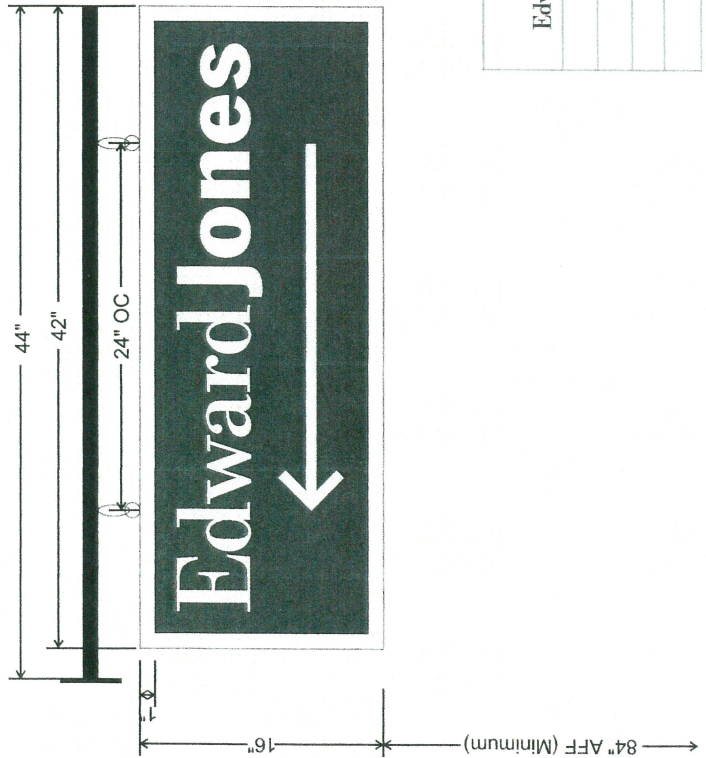




Existing Sign



Proposed Sign



### Sign 06 - D/F Blade Sign

1'-1/2" = 1'

2"thick D/F HDU panel with 1/2" recessed background with textured background painted to match PMS 5535 Graphics and 1" border tip painted Std. White

Mounted with chains 24" OC to 1"tube frame with welded 4x4 plate bolted to building both painted Std. Black

Quantity (1) required

### Alternate Side



### Paint to Match

1-Shot 148-L  
Dark Green

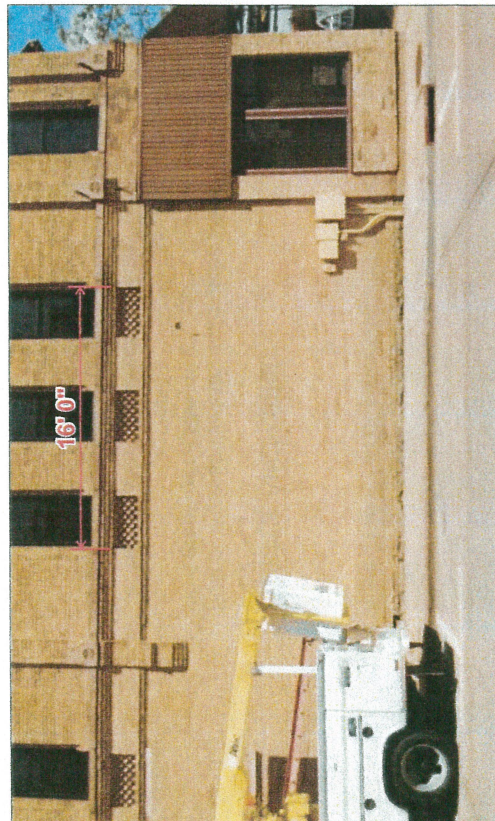
1-Shot 101-L  
Lettering White

<b>Edward Jones</b> <small>Client</small> Project Menasha, WI Drawn By AV	ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS. <b>LISTED</b> <small>MEMBER</small> 	934 N. Church Road Elmhurst, IL 60126 P 630.333.4900 F 630.333.4915
Date 04.28.17 1-800-XXX-XXX XX.XX.XX.XX		

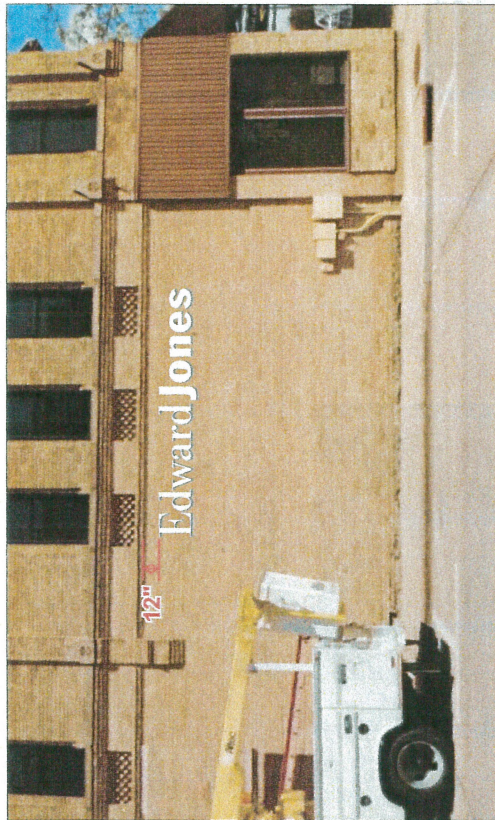




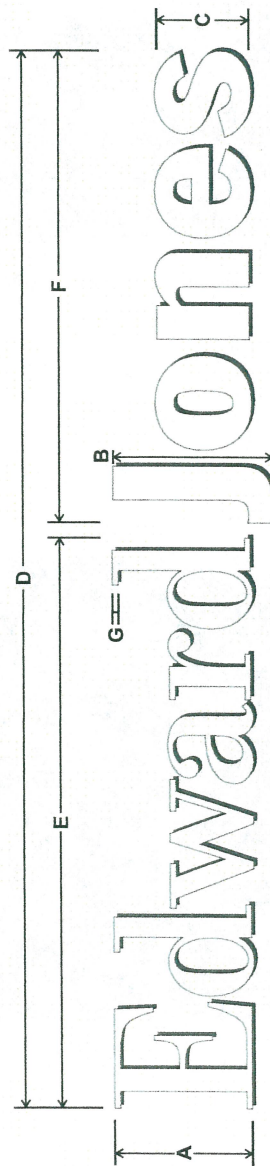
Sign 01 - Channel Letters (Halo Lit)



Existing Sign



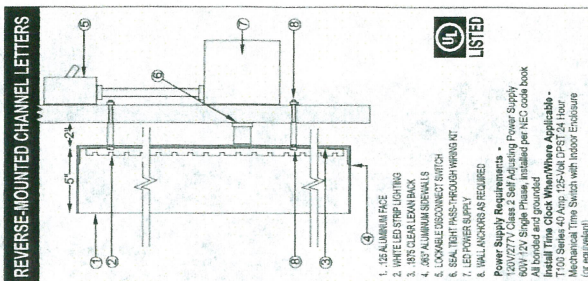
Proposed Sign



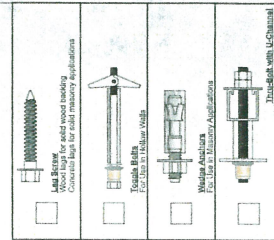
Part No.	A	B	C	D	E	F	G	SQ. FT
EDJ-L-24-W-F	24"	27 7/8"	16"	15'-4 9/16"	8'-3 3/8"	6'-10 9/16"	1"	35.7

5" deep fabricated reverse channel letters with  
.125" faces with .063" welded returns, letter cans painted white  
.1875 clear polycarbonate backs, internally illuminated with white LEDs  
projected mounted to building with 2" spacers for halo effect

**\*\*Note: power needs to be brought to sign location\*\***



Colors to Match  
Faces & Returns ☐ Std. White



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**Edward Jones**  
Client: **Edward Jones**  
Project: **Menasha, WI**  
Drawn By: **AW**  
Date: **04.28.17**  
Last Revision: **XX.XX.XX.XX**



934 N. Church Road  
Elmhurst, IL 60126  
P 630.333.4975  
F 630.333.4975



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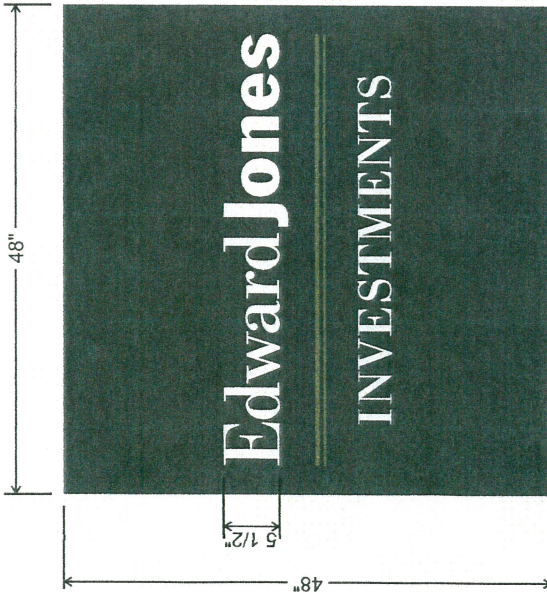
934 N. Church Road  
Elmhurst, IL 60126  
P 630.333.4975  
F 630.333.4975



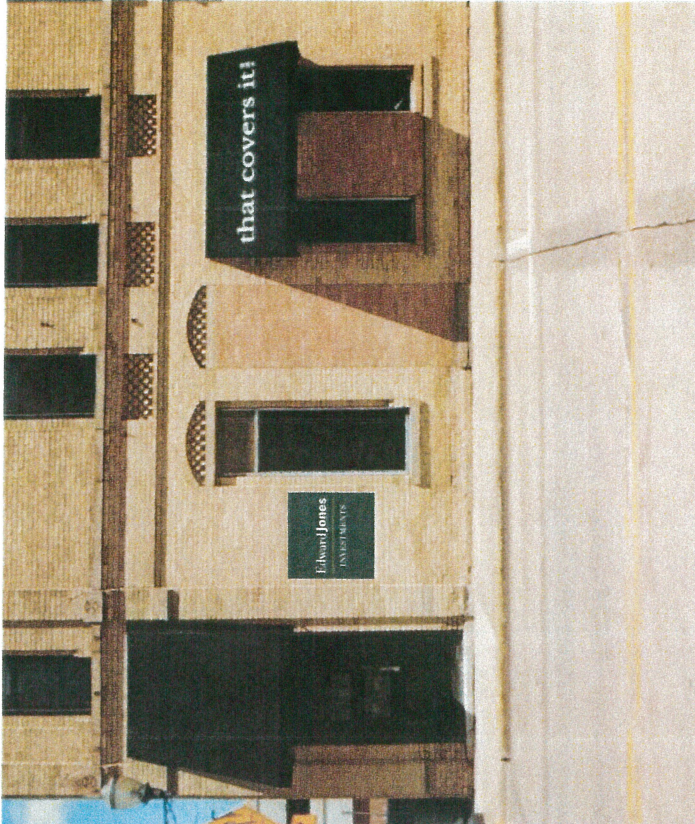
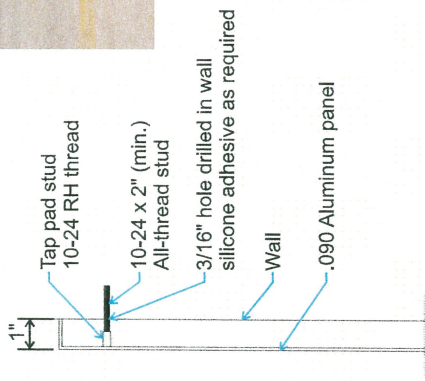


**Sign 05 - Non-illuminated Pan**  
1" = 1'

- 1" deep broke form .090" aluminum panel corners welded and ground smooth
  - Background painted dark green
  - Applied white and light green vinyl graphics
  - Mounted flush to building exterior
- Quantity (1) required**



**Side View**  
3" = 1'



**Paint to Match**  
Matthews Paint MP00767  
Custom color formula

**Vinyl to Match**  
Vinyl to match  
Arlon "Olive Green"  
2500SL

Vinyl to match  
Std. White

<b>Edward Jones</b>	Client	<b>South Water Signs</b>
Menasha, WI	Project	ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS.
AV	Drawn By	
04.28.17	Date	
XX.XX.XX AV	Label Revision	

954 N. Church Road  
Elmhurst, IL 60126  
P 630.333.4900  
F 630.333.4916





**DRAFT**

October XX, 2017

**FOR IMMEDIATE RELEASE**

Contact:  
Kristi Heim, Community Development Coordinator  
920.967.3650; kheim@ci.menasha.wi.us

**Menasha Landmarks Commission presents Historic Preservation Award  
and Building Plaque to Club Liquor**

The City of Menasha Landmarks Commission is proud to recognize and commend past and present owners of the property currently housing *Club Liquor* at 240 Main Street, Menasha for their commitment to preserving the history and character of Menasha's Upper Main Street Historic District.

The building located at 240 Main Street was originally constructed circa 1876 by F. W. Webster. The historic building housed The Menasha Breeze and numerous general stores before becoming best known in 1903 as Loescher Hardware, which offered tinware, stoves, sporting goods, sundries and bicycles.

The Menasha Landmarks Commission is pleased to be awarding the current owner, Ms. Doris Szymanski, with a Historic Building Plaque at XX pm on October XX, 2017 at Club Liquor to honor her historic building. The City of Menasha is thankful and proud of our property owners whose efforts help to preserve and retain the historic fabric of our community.