

CITY OF MENASHA
Landmarks Commission
Council Chambers, 1st Floor
100 Main Street, Menasha

October 11, 2017
MINUTES

A. CALL TO ORDER

Meeting called to order by Chairman Grade at 5:00 PM.

B. ROLL CALL/EXCUSED ABSENCES

LANDMARKS MEMBERS PRESENT: Commissioners Tom Grade, Emilie Steinmann, Kate Mueller, and Alderman Collier.

LANDMARK MEMBERS EXCUSED: Commissioners Dean Wydeven; Tim Hoff; and Kim Massey

OTHER PRESENT: CDD Buck; PP Schroeder; Greg Jens; Megan Tomchek; Craig Zoltowski; Blaine Ott; Dave Magruder; Ald. Krueger; and Ald. Sevenich.

C. MINUTES TO APPROVE

1. Minutes of the September 13, 2017 Landmarks Commission Meeting

Motion by Ald. Collier to approve the minutes of the September 13, 2017 Landmarks Commission meeting, second by Comm. Mueller. The motion carried.

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

Dave Magruder, a tenant at 180 Main Street, explained that he will also be requesting signage at the next Landmarks Commission meeting and would like the Commission to consider future signage with the Edward Jones signage request.

E. COMMUNICATION

No Communication Items.

F. ACTION ITEMS

1. Application for Sign Request – 200 Main Street – Craig Zoltowski

CDD Buck gave a brief overview of the previous meeting and discussion in regards to Craig Zoltowski's projecting sign request for 200 Main Street. CDD Buck explained that the Commission had additional questions in regards to the actual size, materials, and overall design of the sign that were not detailed in the original submittal.

The Applicant, Craig Zoltowski, brought the actual sign to the meeting to show the details and overall thought process that went into designing the business logo and sign. These details encompassed elements of Wisconsin and Menasha's history as well as symbols of the brewing process. The element and symbols included the Wisconsin State outline, a paper mill, a river/water, yeast, hops, barley, carbon dioxide and barrels of alcohol.

Having seen the actual sign and hearing the Applicant explain the individual details of the sign, the Commission was overall pleased.

Motion by Comm. Mueller to approve the Sign Request for 200 Main Street, second by Ald. Collier. The motion carried.

2. Application for Renovation/Remodel and Façade Grant Request – 200 Main Street – Craig Zoltowski

CDD Buck explained that the Commission at their previous meeting reviewed and approved a request for a façade grant to renovate/remodel the front of 198 Main Street to allow the Applicant to reopen the original store front. The Applicant, Craig Zoltowski, is now requesting another façade grant for 200 Main Street to allow him to replace the existing “sign band” above the store front that is currently made up of multiple materials including tin, glass block, and plywood. The proposal would be to install oil rubbed tin above the store fronts giving it a bronze look and allowing the overall façade to have continuity.

The Commission discussed the request and agreed that the proposed façade changes would enhance the overall property and add continuity to the building.

Motion by Ald. Collier to approve the Façade Improvement Grant Request up to \$2,500 for the proposed renovation/remodel for 200 Main Street, second by Comm. Mueller. The motion carried.

3. Application for Sign Request – 180/182 Main Street – Edward Jones

PP Schroeder presented a brief overview of the proposed signage for Edward Jones located at 180/182 Main Street and explained what would be allowed based upon the City of Menasha’s sign ordinance. Under the proposed submittal, Edward Jones is requesting one projecting sign on the façade facing Main Street and one channel letter wall sign and another pan/wall sign on the Milwaukee Street façade. With a reduction to total sign area of the proposed Milwaukee Street signage, the sign request was in conformance with the sign ordinance and the C-2 Central Business District sign guidelines. With all that said, because of a second sign request on the building by another separate tenant and the overall number of tenants within the building (7-8), staff did reach out to owner, Blaine Ott to discuss future signage.

Mr. Ott explained that he understands the concern of future signage from a City’s standpoint and from a property owner’s standpoint. At this time, Blaine explained he will likely be taking the first come, first serve approach as it pertains to future sign requests. However, he will be looking at the possibility of adding a future tenant directory sign to allow the building to have better and more conforming signage moving forward.

The Commission questioned the overall design and illumination of the channel letter sign. The sign contractor, Greg Jens explained that the channel letter sign will be a very aesthetically pleasing sign that will enhance the building character – the sign will be halo lit and there will be no raceway supporting the overall sign.

Motion by Ald. Collier to approve the Sign Request for 180/182 Main Street for the Edward Jones, second by Comm. Mueller. The motion carried.

G. DISCUSSION ITEMS

1. Walkway Plaque

CDD Buck explained that while the quote came in favorable for the proposed walkway plaque at \$265 for a 8” x 10” stainless steel plaque and \$345 for a 8” x 10” bronze plaque, it did not include etching an image onto the plaque. Staff will be requesting a new quote to include an image and bring this back to Landmarks next month.

The Commission discussed the overall cost and whether or not they should reach out to additional places to get more than just one quote. In addition, in order to stay conforming

to other plaques in the downtown, the Commission was favorable towards a bronze plaque.

2. Draft Press Release – Club Liquor Preservation Plaque

CDD Buck explained that the press release for the 2016 preservation plaque for Club Liquor located at 240 Main Street is very similar to previous notices in past years. The Commission did not have any suggested changes.

3. Mill Street Terminus Plaque

The Commission discussed the possibility of a future plaque at the Mill Street Terminus. Comm. Grade noted that there was additional stone saved from the old bank building that could be incorporated into the site design and a plaque could be mounted to. In addition, language describing the history of the site as well as being the location of the old bridge could be incorporated into the text of the plaque.

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

Ald. Krueger stated that while he likes the idea of the plaques, he encourages the Commission to look at other ideas such as stamping/etching sidewalk squares in the downtown to depict the history of each individual property. Ultimately this would take some time, but it could eventually lead to a future historic program such as a self-walking tour.

I. ADJOURNMENT

Motion by Comm. Steinmann to adjourn at 5:42 PM, second by Ald. Collier. The motion carried.

Minutes prepared by PP Schroeder.