

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**

February 14, 2018

5:00 PM

AGENDA

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. MINUTES TO APPROVE
 - 1. Minutes of the January 10, 2018 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. Wisconsin Landmarks Newsletter – July & October 2017
- F. ACTION / DISCUSSION ITEMS
 - 1. WAHPC 2018 Historic Preservation Excellence Awards
 - 2. Mill Street and Walkway Plaques
 - 3. Plaque Criteria
 - 4. Powers and Duties of the Landmarks Commission Discussion
 - 5. Landmarks Commission Website
 - 6. The Principles of Parklet
- G. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA
 - Five (5) minute time limit for each person
- H. 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
Menasha City Center, Room 133
100 Main Street, Menasha
January 10, 2018
DRAFT 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, Dean Wydeven, Kim Massey, and Alderman Collier

LANDMARK MEMBERS EXCUSED: Commissioners Kate Mueller and Tim Hoff

OTHER PRESENT: PP Schroeder, Mayor Merkes, and Ald. Krueger

C. MINUTES TO APPROVE

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

Motion by Comm. Massey to approve the minutes of the December 13, 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 public comments made.

E. COMMUNICATION

1. Update – Main Street Reconstruction Project

PP Schroeder updated the Commission on the Main Street reconstruction project as it related to the lighting and general timeline of construction.

F. ACTION/DISCUSSION ITEMS

1. Powers and Duties of the Landmarks Commission Discussion

With the start of the new year, the Landmarks Commission reviewed and discussed Section 2-4-8 of the City Municipal Code as it relates to the powers and duties of the Landmarks Commission. This reviewed included the discussion of looking at what has been done; what is being done; and through narrowing the vision and strategy for the Landmarks, what can be done.

2. Mill Street and Walkway Plaques

PP Schroeder presented the Landmarks a draft of both the Mill Street and Walkway plaques for discussion. This discussion lead to the direction that both drafts needed additional details, in addition to looking at design criteria for future plaques to have consistency in the downtown. Seeing the Commission is a volunteer group, the Commission requested if Alderman Krueger would consider working on a more detail design for the two plaques in addition to researching criteria for consistency in future plaques.

3. Landmarks Commission Website

As an on-going discussion the Commission discussed the existing webpages located off of the City's website in regards to the Landmarks Commission and story they are hoping to portray. While much of the discussion revolved around housekeeping issues such as updates and reorganizing the format, the Commission also discussed what their story

and statement should be to portray to residents and visitors looking for historical information.

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

Ald. Krueger added that another great tool the Landmarks can continue to leverage in the future is the Bridge Tower Museum.

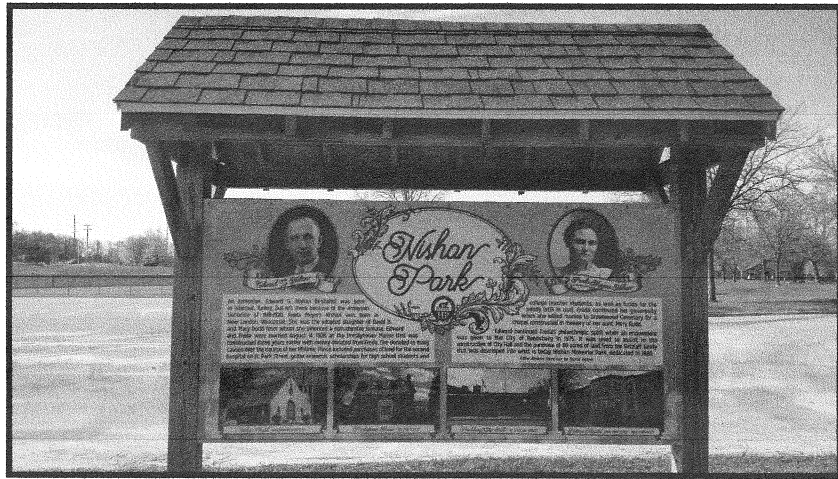
H. ADJOURNMENT

Motion by Comm. Massey to adjourn at 6:30 PM, second by Ald. Collier. The motion carried.

Minutes prepared by PP Schroeder.

Wisconsin Association of Historic Preservation Commissions

2018 Historic Preservation Excellence Awards



**2017 Winner in Economic Redevelopment/Revitalization
Nishan Park Sign, Reedsburg**

The Wisconsin Association of Historic Preservation Commissions is accepting nominations for its **2018 Historic Preservation Excellence Awards**. Award categories are listed below.

Award Categories

- 1) Identification and designation – This award would go to a historic preservation commission that sponsored a significant architectural or archaeological survey, the nomination of a property (or properties) to the State and National Register of Historic Places, or designation as a local landmark.
- 2) Economic Redevelopment/Revitalization – This award would go to a private non-profit group or historic preservation commission that used accepted preservation practices as tools in revitalizing an area or neighborhood.
- 3) Restoration/Rehabilitation – This award would go to a private non-profit organization, historic preservation commission or individual for the significant restoration or rehabilitation of a local historic property.
- 4) Historic Preservation Commission – This award would go to a historic preservation commission that through the exercise of its project review authority, made a significant difference in the outcome of a particular property or project.
- 5) Advocacy – This award would go to either a historic preservation commission, a private historic preservation organization or individual for its advocacy work that had a real and beneficial impact on the local community.

Nominee name _____

Nominee address (Please include contact info): _____

Award Category (choose one from the list above): _____

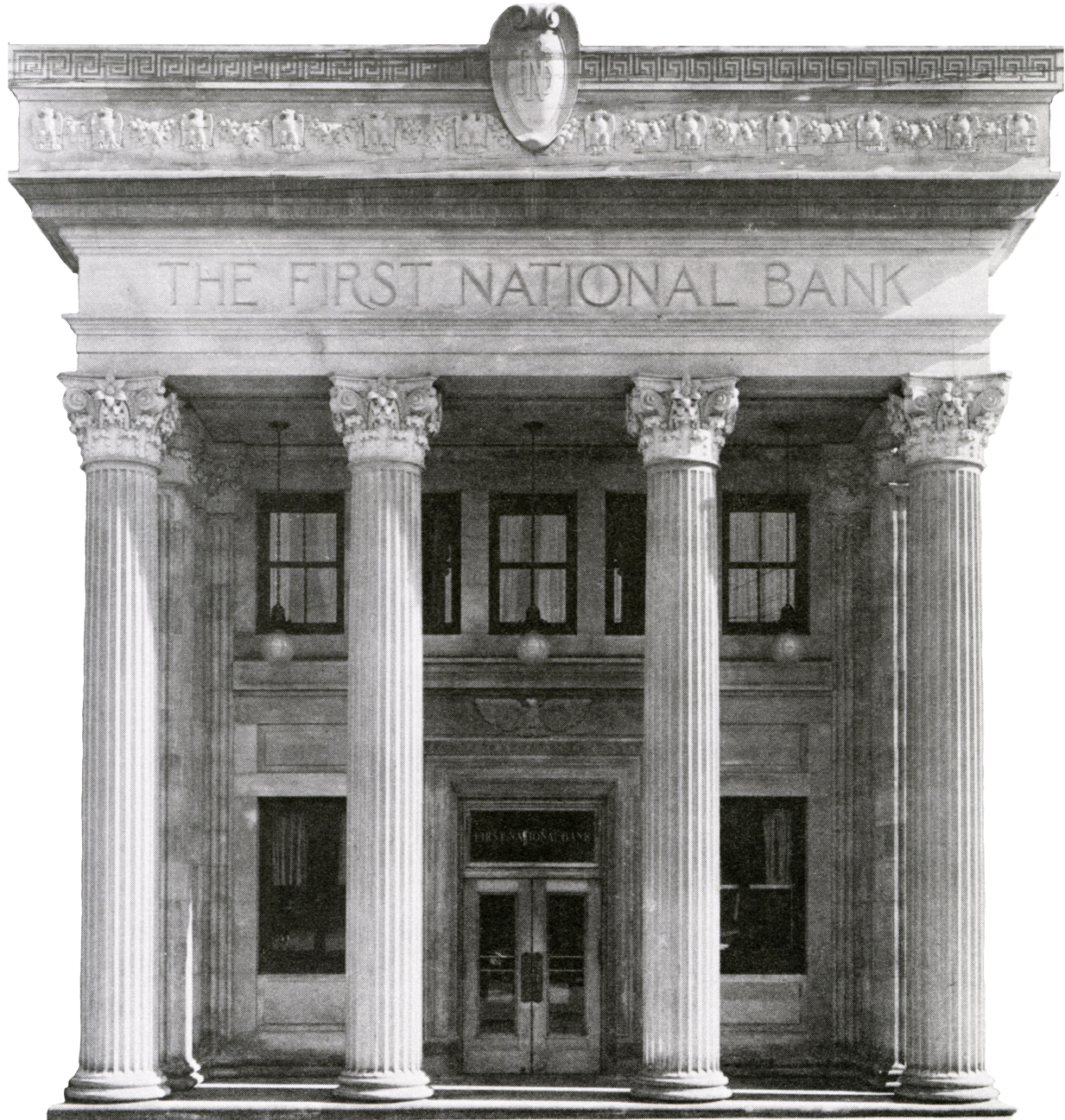
Nominated by (name and contact info): _____

Describe why you feel the nominee deserves this award. Please include photographs, drawings, and/or other items that can help explain the nomination. **(Please be sure to include information about the individuals who were involved and what their contributions were to the success of the project):**

Nomination must be postmarked or received by March 2, 2018. Submit nominations to:
Arlan Kay, 5685 Lincoln Road, Oregon, WI 53575 arlan@kontextarchitects.com

Awards will be presented at WAHPC's Spring Conference at Platteville, on April 27, 2018

First National Bank Columns



These _____ foot tall Corinthian, monolithic limestone columns were part of the historic facade to the First National Bank of Menasha, which was located at 175 Main Street. Each column weighs _____ tons and were installed during the construction of the bank in 1916. Today, these pillars proudly mark the spot where the old Mill Street bridge abutment was located. This bridge connected Water Street and Anhaip Street from 1886 through 1951.

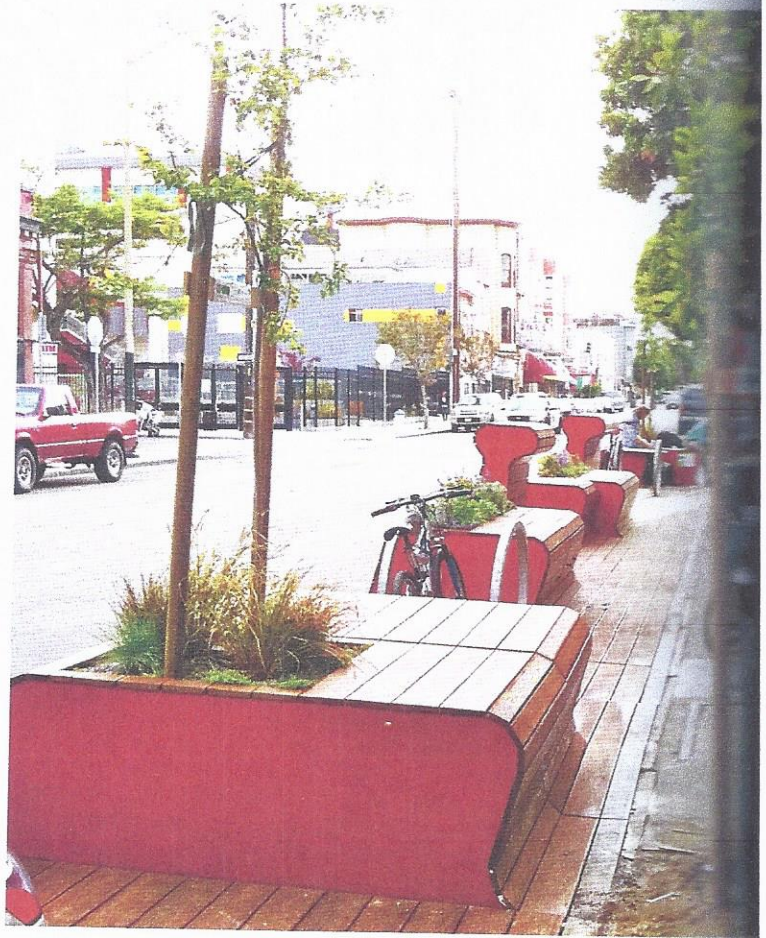
First National Bank Stones



The stones incorporated into this walkway were salvaged from the First National Bank building which was located at 175 Main Street, right across the street from this location. The stones were from the front facade of the bank, including the massive archway and sturdy corners.

The Principles of Parklets

What can we learn about designing for the urban consumer from San Francisco's sidewalk interventions?



Parklet: A small seating area or green space created as a public amenity on or alongside a sidewalk, especially in a former roadside parking space.
— San Francisco Planning Department, 2013

BY BETH JOHNSON AND GINNY MILLER

In 2005, a small San Francisco design firm, Rebar, staged an urban intervention by converting a parking spot on a busy street into a miniature play space. The new space included AstroTurf, planter boxes, a bench or two, and a table for enjoying a coffee date. Rebar called it PARK(ing). Though tiny in scale, this PARK(ing) intervention offered a simple reframe of what the city street and its corresponding community interactions might look like. PARK(ing) caught on and evolved, giving birth to a global network of permanent “parklets” sprawled across urban sidewalks, with over 50 in San Francisco alone.

The parklet flips conventional street space on its head through its hybrid nature – it is public land, yet it is funded

and maintained by private sponsors; it is blended into the sidewalk, but it poses an aesthetic intervention; it is urban, yet it is also green; it is in a car parking space, yet it promotes biking and walking. The unique form of the parklet has offered retail spaces, coffee shops, and businesses a novel tactic to attract and engage urban consumers. These spaces also offer a clear ROI, with representatives from businesses with parklets – including Ritual Coffee Roasters, Dandelion Chocolate, Samovar Tea, Réveille, and Four Barrel – claiming that these spaces increase foot traffic, customer length of stay, street credibility, visibility, and perceived neighborhood value.

By studying the parklet as a microcosm of successful experience design, we can glean several lessons about how to best design for the modern urban consumer.

01

Invest in public-private partnerships.

Parklets demonstrate how experience design can mutually benefit public and private entities by responding to basic population needs – in this case, the need for a pleasant place to sit, socialize, and escape. Rather than creating friction between cities and businesses, parklets demonstrate how actively working with cities to design services and spaces for residents can allow a business to better understand and align with community interests and progress, making for a more resonate and sustainable model.

Parklet Example:

Over the course of five years, nine parklets have popped up across Valencia, a street in San Francisco's Mission District. Once a tenuous part of town, Valencia has shifted to become a hip (and hipster) hotbed of retail, restaurants, cleanliness, and community appeal – thanks in part to parklets. This has helped to drive up neighborhood value and foot traffic, as well as to support the city's safety and cleanliness.

02

Capture value from the lingering customer.

In an on-the-go urban environment, parklets demonstrate the power of slowing consumers down to capture more value and engagement out of each visit. For instance, by simply offering a few more places to sit, a parklet can shift the transactional nature of a cramped coffee shop, creating an environment in which a customer may order more or place higher value on their visit. A parklet can help transform a café or shop into a destination where consumers may consider working for an afternoon or planning a meeting. According to a 2008 *Harvard Business Review* article by Frances X. Frei on customer service, this change can justify the higher-priced goods required to fund the atmosphere.

Parklet Example:

The COO of Four Barrel Coffee reports that the coffee shop's parklet often causes customers to stick around, order food, and meet up with friends. "There are just more people around," he explains. "We're not a full-serve restaurant – we just have a line. But this lets people stay without turning over tables."

03

Promote your neighbors to promote yourself.

Parklets offer a new medium for local collaboration rather than competition, as neighboring stores can invest in and design a parklet together. This collaboration can increase the overall perceived value of the street and the neighborhood as a whole, as well as the perceived value of the collaborators' storefronts and surrounding storefronts. In an environment where consumers value craft and local experiences, investing in and lifting up the value and distinct culture of a neighborhood can build trust, credibility, and loyalty.

Parklet Example:

On Valencia Street in San Francisco, The Crepe House shares a parklet with a neighboring kebab spot. When the kebab shop owner was asked to describe how the relationship between the two businesses works, he responded: "We're great neighbors and friends with the crepe guys – it's easy, really... it's good for both of us to have more people around."

04

Capture a broader audience through open-ended interactions and play.

Parklets are intentionally dynamic in their design. They often tout movable pieces or use space in a playful way, using geometric benches and panels that invite people to invent and interpret new ways of using the space. For example, users might deliver a street performance from a "podium," sun bathe, use the space as a play structure, or treat it as a skateboard ramp (to the frustration of the shop owner). Though it requires the shops to sacrifice some control, this diversity in space and interaction caters to the diversity among urban consumers.

Parklet Example:

Designed by Gehl Architects, swissnex's San Francisco parklet is designed to be a "modular stage for discussion, performances, screenings, workshops, relaxation, and more." It has movable, modular furniture that can form a bench for chatting or a stage for impromptu theater. The parklet brings more visibility to swissnex – a center for Swiss art, education, and innovation – and invites the neighboring community and beyond to actively engage.

05

Facilitating surprise and delight through green intervention.

A required principle of parklets is that their design is infused with plants and greenery. In line with trends such as vertical or rooftop gardens, this design principle shifts what it means to be surrounded by “nature” in increasingly crowded urban landscapes. Parklets demonstrate how successful urban experience design might involve bringing the delight and appeal of nature to the consumer where they least expect it (i.e. in a parking spot).

Parklet Example:

In an effort to increase foot traffic outside their shop while also enhancing the street and neighborhood, Cinderella Bakery and Café sponsored a parklet that serves as a lush garden reprieve. Covered in planter boxes that host succulents, local wildflowers, and even herbs (used for cooking and garnishing in the shop), this parklet entices local neighbors, cross-city visitors, and tourists alike.

06

Co-create with the community to promote placemaking.

Parklets are hyper-local by design – from the materials they use (i.e. local driftwood) to the architects they employ, to the community they engage. A good parklet capitalizes on its community's unique assets, inspiration, and potential to promote placemaking – it can make even a chain restaurant feel like a neighborhood establishment. According to Ethan Kent of the Project for Public Spaces, “placemaking” or “place capital” can drive loyalty and brand connection for a business, as “we are more discerningly and deliberately choosing to identify ourselves with places we feel express our identity, or to use places as a way to express our identity.”

Parklet Example:

In the western outskirts of San Francisco by Ocean Beach, Trouble Coffee hosts a parklet that celebrates the neighborhood's identity as a seaside escape – reminding consumers that, despite their proximity to the bustle of the city, they are just minutes from the ocean. The parklet is constructed from local driftwood and plays off an existing eucalyptus tree, with the tree's trunk extended into the parklet and serving as an unconventional bench.

07

Build resilient infrastructure that adapts according to demand.

As building rent prices surge and supply becomes more limited, parklets offer a creative solution to the problem of space and demand management. Parklets turn parking space, which adds little value to the business, into a sink for overflowing consumers. This is particularly attractive when catering to transient millennial and Gen Z consumers, who desire flexibility in their interactions. These consumers want the intimate space of a small coffee shop without needing to feel rushed or overwhelmed. Parklets are exemplary of how businesses can seek creative ways to manage the somewhat unpredictable or highly variable ebbs and flows of their consumers.

Parklet Example:

The flux of customers at San Francisco's trendy Samovar Tea Bar can be extreme, varying from leisurely lulls mid-week to lines around the block on weekends. The parklet in front of the shop has enabled the Tea Bar to accommodate customers during these surges. Customers can now sit and enjoy the space and the tea, without the shop needing to expand its space in the high-rent district.

08

Give customers the tools to boost your brand's street cred.

Sitting in parklets and holding a branded cup of coffee, or perhaps a bag with a store's name on it, customers can serve as a business's grassroots marketing team. They extend visibility into what a business has to offer beyond its store walls, piquing natural intrigue from passersby. Particularly, as more urban food-and-beverage businesses focus on the craftsmanship and aesthetic appeal of their offerings, parklets are becoming a powerful tool for visibility. In the same vein of Instagram marketing or consumer-produced content, parklets are a low-overhead example of how to capture value by leveraging your consumers as brand advocates.

Parklet Example:

Dandelion Chocolate uses its parklet as a way to activate the sweet tooth of people passing by. As one Dandelion Chocolate shop employee noted, “How can you not enter our shop after walking by someone sitting in the parklet, who's sipping delicious hot chocolate with homemade marshmallows on top?” ////

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Ginny Miller is an MBA candidate at Harvard Business School.