

It is expected that a Quorum of the Board of Public Works, Park Board, Administration Committee, Personnel 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
Virtual Meeting**

**February 10th, 2021
5:00PM**

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/965628957>

You can also dial in using your phone.

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AGENDA

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. PUBLIC HEARING
- D. MINUTES TO APPROVE
 - 1. Minutes of the December 9, 2020 Landmarks Commission Meeting
- E. 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
- F. COMMUNICATIONS
 - 1. None
- G. ACTION / DISCUSSION ITEMS
 - 1. Expansion of Historic Districts
 - 2. Façade/Loan Grant Update
 - 3. Plaques Policy Discussion
 - 4. Historic Preservation Month Discussion
- 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
Menasha City Center, Room 133
100 Main Street, Menasha
December 9th, 2020
DRAFT MINUTES

A. CALL TO ORDER

The meeting was called to order by Chairperson Grade at 5:15 PM.

B. ROLL CALL/EXCUSED ABSENCES

LANDMARKS MEMBERS PRESENT: Alderperson Tom Grade, Commissioners Dean Wydeven, Jeff Heimerman, Kate Mueller and Kim Massey

LANDMARKS MEMBERS EXCUSED: Commissioners Thomas Almendarez and Arnie Collier

OTHERS PRESENT: PP Stephenson, Sandra Dabill-Taylor (545 Broad Street)

C. PUBLIC HEARING

D. MINUTES TO APPROVE

1. Minutes of the September 30th, 2020 Landmarks Commission Meeting

A motion was made by Comm. Mueller to approve the minutes of September 30th, 2020.

The motion was seconded by Comm. Wydeven. The motion carried.

E. 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

Sandra Dabill-Taylor (545 Broad Street): Inquired about how a historic district is created and what the Landmarks Commission had planned for 2021.

F. COMMUNICATIONS

1. None

G. ACTION / DISCUSSION ITEMS

1. Application for Signage– Tight Barrel Distillery- 222 Main Street

PP Stephenson gave an update on the signage for Tight Barrel Distillery.

The Commission entered into a conversation with the following being discussed:

- The design of the logo.
- The proportions of the sign.
- The City's sign code.

Comm. Mueller made a motion to approve the application. The motion was seconded by Comm. Wydeven. The motion carried.

2. National Historic Month

Pp Stephenson gave a background on what the Landmarks Commission had done for historic month in the past.

The Commission entered into a conversation with the following being discussed:

- The need for a new type of event.
- The potential for a virtual event instead of in person due to the pandemic.

- Using the new Landmarks Website for a virtual scavenger hunt/crossword.

3. 2021 Future Planning

PP Stephenson gave an update on the item.

The Commission entered into a conversation with the following being discussed:

- Budget items for the next year.
- Expansion of historic districts.
- Continuation of preservation and downtown revitalization efforts.

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

Five (5) minute time limit for each person

No public comments

I. ADJOURNMENT

A motion was made by Comm. Heimerman to adjourn the meeting at 6:15 PM. The motion was seconded by Comm. Mueller. The motion carried.

Minutes prepared by PP Stephenson.



MEMORANDUM

To: Landmarks Commission
From: Community Development Department/
JS Date: February 10th, 2021
Re: **Historic District Memo**

At the last Landmarks Commission Meeting members from the public expressed interest in expanding our historic districts.

The City of Menasha Currently has four historic districts: Tayco Street District, Racine Street District, Upper Main Street District and Washington Street District. These districts encompass commercial nodes within historically important parts of the central city.

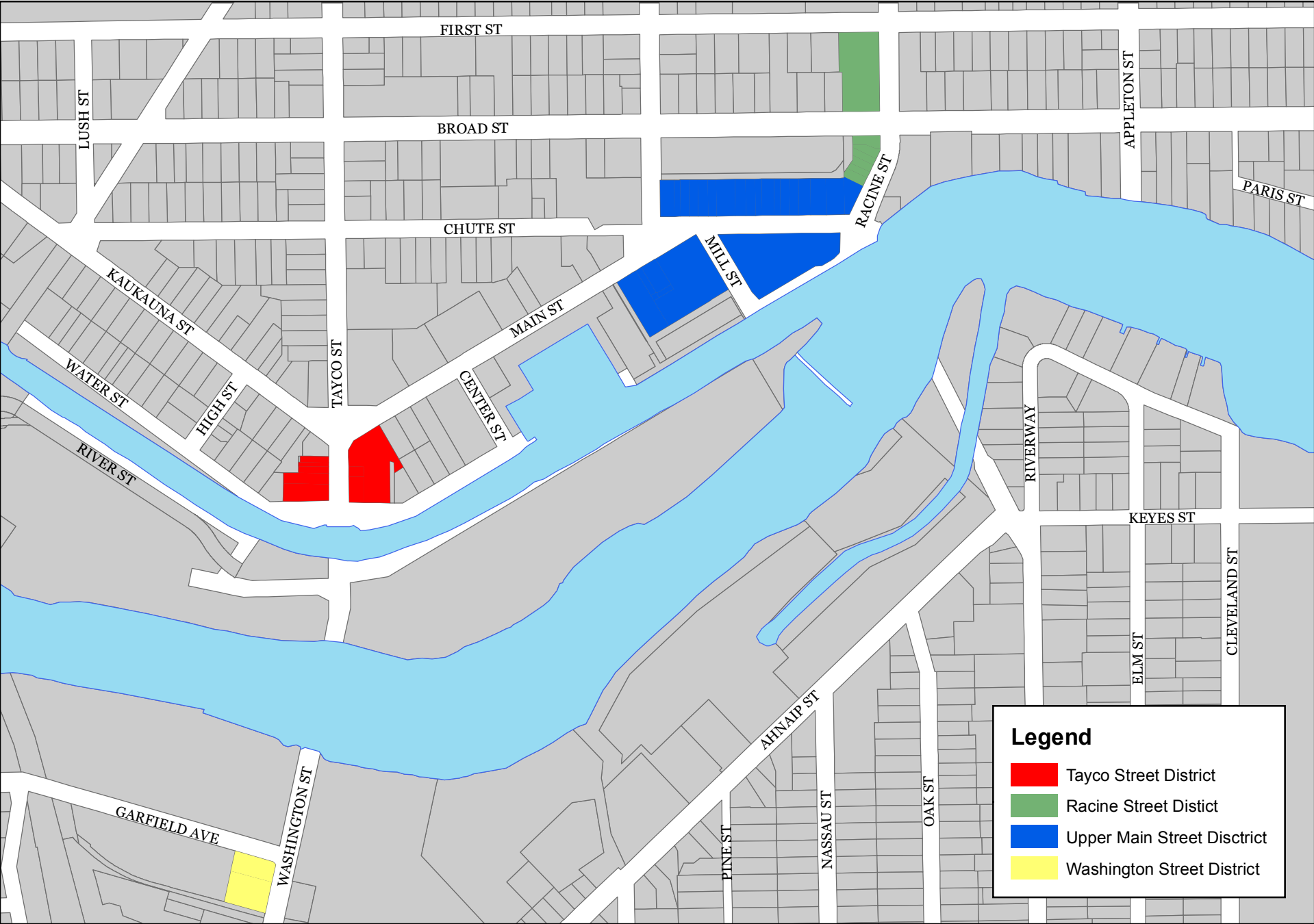
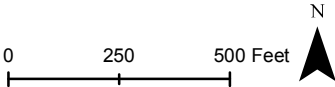
The process for designating historic structures and expanding or creating a new historic district starts with a conversation by the Landmarks Commission. The commission must find one of the following to be true of each building in the proposed historic district.

1. Exemplify or reflect the broad cultural, political, economic, or social history of the nation, state, or community; or
2. Are identified with historic personages or with important events in national, state, or local history; or
3. Embody the distinguishing characteristics of an architectural type or specimen inherently valuable for a study of a period, style, method of construction, or of indigenous materials or craftsmanship; or
4. Are representative of the notable work of a master builder, designer, or architect who influenced his age; or
5. Have yielded, or may be likely to yield, information important to prehistory or history.

Once it has been determined that the buildings in question meet one of the above requirements the Commission may vote to move forward with creating a historic district. Residents within 100 feet of the district must be notified with a Class 1 Notice and a public hearing will be held to allow the public to voice their opinion. Within 10 days of the public hearing the Landmarks Commission must vote on whether or not to create the new district. The property owners of the buildings in question will be noticed and are given 30 days to appeal the decision to the Common Council, if they so choose.

This meeting is exploratory in purpose and will determine if Landmarks Commission would like to look into expanding or creating new historic districts.

City of Menasha Historic District Map



SEC. 2-4-8 LANDMARKS COMMISSION.

- (g) **DESIGNATION OF HISTORIC STRUCTURES.** For purposes of this ordinance, a historic structure, historic site, or historic district designation may be placed on any site, natural or improved, including any building, improvement, or structure located thereon, or any area of particular historic, architectural, archeological, or cultural significance to the City, such as historic structures, sites or districts which:

- (1) Exemplify or reflect the broad cultural, political, economic, or social history of the nation, state, or community; or
- (2) Are identified with historic personages or with important events in national, state, or local history; or
- (3) Embody the distinguishing characteristics of an architectural type or specimen inherently valuable for a study of a period, style, method of construction, or of indigenous materials or craftsmanship; or
- (4) Are representative of the notable work of a master builder, designer, or architect who influenced his age; or
- (5) Have yielded, or may be likely to yield, information important to prehistory or history.

a. Designation of historic structures and historic sites.

1. The commission may, after notice and public hearing, designate historic structures and historic sites or rescind such designation or recommendation after application of the criteria in section (4), above. At least 10 days prior to such hearing, the commission shall notify the owners of record, as listed in the office of the city assessor, who are owners or property in whole or in part situated within 100 feet of the boundaries of the property affected. These owners shall have the right to confer with the commission prior to final action by the commission on the designation. Notice of such hearing shall also be published as a Class 1 Notice under the Wisconsin Statutes. The commission shall also notify the following: department of public works, redevelopment authority, parks department, fire and police departments, health department, building inspection department, plan commission, and the city assessor. Each such department may respond to the commission with its comments on the proposed designation or rescission.
2. The commission shall then conduct such public hearing and, in addition to the notified persons, may hear expert witnesses and shall have the power to subpoena such witnesses and records as it deems necessary. The commission may conduct an independent investigation into the proposed designation or rescission. Within ten days after the close of the public hearing, the commission may designate the property as either a historic structure or historic site, or rescind the designation. After the designation or rescission has been made, notification shall be sent to the property owner or owners. Notification shall also be given to the city clerk, building inspection department, plan commission, and the city assessor. The

property owner may appeal such decision to the common council within 30 days. The commission shall cause the designation or rescission to be recorded, at city expense, in the county register of deeds office.



MEMORANDUM

Date: February 10, 2021
To: Landmarks Commission
From: Community Development Department/JS
RE: Landmarks Façade Improvement Grant

In the late 1980's/early 1990's the City Common Council created a façade improvement program to assist the commercial downtown properties providing both loans and grants. Since then the Landmarks Commission has worked to be stewards of this fund and is allowed to approve façade improvements for the historic districts. As of November of 2020 the balance of this fund was \$24,194.

The most recent façade improvement grant that has been awarded was for the Suess Gallery's tinted windows. The Landmarks Commission felt that while this was not for historic preservation, it was forwarding their mission of preserving a cultural landmark. The Common Council questioned the reason for this approval, feeling the façade grant should only be used for historic preservation on exterior facing facades.

Before you is a redlined policy, put together by staff, to better define the façade grant/loan policy.

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

The City of Menasha facade improvement grant and loan policy is created to provide financial assistance for capital improvements on exterior facades of commercial properties, located within the C-2 Central Business Zoning District. Improvements to any facade must be in accordance with furthering the landmark's mission of historic preservation.

For the purpose of this policy, a facade is defined as the face or exterior of a building, facing a public street or space open to the public gathering. Public gathering is further defined as an exterior space where people are assembled for public worship, entertainment, athletic events, educational or scientific purposes, government event, or a political convention, or other similar event. Application for facade/grant loans shall be made to the Community Development Department on forms provided by the department.

~~For the purposes of this policy, a public gathering is defined as an exterior space where people are assembled for public worship, entertainment, athletic events, educational or scientific purposes, government event, or a political convention, or other similar event.~~

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I. Preliminary Application

In order to apply for this the facade improvement grant/loan, the Applicant must be the owner of the commercial property. The Applicant shall -submit -a The preliminary application shall include including 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(s) ~~or colors~~ of materials to be used and a rough cost estimate for completing the work.

II. Initial Consultation

The ~~a~~Applicant shall ~~meet-consult~~ with the Community Development Director, ~~and/or designee~~, to review the preliminary application ~~and details of the project~~. 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-The Secretary of the Interior's Standards for the Treatment of Historic Properties~~ or other standards as may be adopted pursuant to the Landmark's Commission Ordinance. The Director of Community Development, ~~and/or designee~~ may consult with ~~the~~ Landmark's Commission ~~members~~Chairperson, the State Historical Society, or others of recognized expertise in conducting such assessment.

III. Application

Following the initial consultation the Director of Community Development, and/or designee, 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. ~~All work must be completed by a professional contractor. After the application is approved by the Landmarks Commission and a bid is accepted a professional service contract shall be required from the selected contractor. 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 ~~available scheduled~~ Landmarks Commission 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 upon recommendation by the Director of Community Development and the available funding within the district.

Grant funds will be ~~dispersed-reimbursed~~ upon submission of an ~~itemized~~ invoice ~~or itemized paid receipt by the Applicant~~ and verification of completion of the work by the Director of Community Development, and/or designee.

B.V. Loans

Loans are available for approved projects. Applications shall be reviewed by the Director of Community Development, and/or designee, in consultation with the City ~~Comptroller~~ Finance Director 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.

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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~~ through the life of the TID district. The maximum amount of the loan shall be \$30,000 per façade upon recommendation by the Director of Community Development and the available funding within the district.

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V. Ineligible Projects

1. Facades facing back alleys or the rear of the building.
2. Signs or other improvements specific to the present/proposed business.
3. ~~Temporary improvements or improvements that do not have a useful life of 15 years or more.~~
4. ~~Facades not accessible from the ground floor of the building.~~

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