



**AGENDA**  
**HISTORIC PRESERVATION/  
DESIGN REVIEW COMMISSION**

**Members**

- Chairperson Tim Siebert
- Vice Chair Mary McComb
- Alderperson Marc Christianson
- Joe Debauche
- Sarah Scripps
- Carol Molepske (Alternate 1)
- Peter Munck (Alternate 2)

**Date and Time:** March 2, 2022  
4:30 PM

**Location:** Community Room  
933 Michigan Avenue, Stevens  
Point, WI

OR

Zoom Teleconferencing

Meeting ID: 870 0515 1424

Passcode: 931911

Computer: <https://us02web.zoom.us/j/87005151424?pwd=bUVnK3laNWNjbDdyY1ZocFNn>

Phone: +1-312-626-6799 (US  
Chicago)

Opening Section:

1. Roll Call

Discussion and Possible Action on the Following:

2. Report of the December 2, 2021 meeting of the Historic Preservation / Design Review Commission.
3. A request from Ryan Wanta, representing Great Northern Distilling, for a design review to construct a principal structure at 1009 Second Street (Parcel ID 281240832200424), consistent with Ch. 22.05(2).

Closing Section:

4. Adjourn

**PLEASE TAKE NOTICE** that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

**PLEASE TAKE FURTHER NOTICE** that a quorum of the Common Council may be in attendance at this meeting.

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**PLEASE TAKE FURTHER NOTICE** that a quorum of the Common Council may be in attendance at this meeting.

## REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

December 2, 2021 – 5:00 PM  
933 Michigan Ave, Stevens Point, WI 54481

PRESENT: Chairperson Siebert, Alderperson Christianson, Commissioner Debauche, Commissioner Molespske, and Commissioner Munck.

ALSO PRESENT: Associate Planner/Zoning Administrator Kuhn, Bill Schierl, Sarena Melotte, and unidentified audience members via Virtual Zoom Meeting.

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### INDEX:

#### Opening Section:

1. Roll Call

#### Discussion and Possible Action on the Following:

2. Report of the October 20, 2021 meeting of the Historic Preservation / Design Review Commission.
3. A request from Bill Schierl, representing Guild Designs LLC, for a design review to construct a building addition and perform storefront improvements at 1040 Main Street (Parcel ID 281240832202923), consistent with Ch. 22.05(2).
4. Update on the façade improvement grant program.

#### Closing Section:

5. Adjourn

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#### Opening Section:

1. Roll Call

**Present: Siebert, Christianson, Debauche, Molespske, Munck**

**Excused: McComb, Scripps**

#### Discussion and Possible Action on the Following:

2. Report of the October 20, 2021 meeting of the Historic Preservation / Design Review Commission.

**Motion by Commissioner Munck to approve the report of the October 20, 2021 meeting of the Historic Preservation / Design Review Commission; seconded by Alderperson Christianson**

**Motion carried 5-0.**

3. A request from Bill Schierl, representing Guild Designs LLC, for a design review to construct a building addition and perform storefront improvements at 1040 Main Street (Parcel ID 281240832202923), consistent with Ch. 22.05(2).

Associate Planner/Zoning Administrator Kuhn provided a summary for a design review request to construct an addition at the rear of 1040 Main Street, including storefront improvements, to restore what existed at the time of construction.

Bill Schierl, applicant, provided additional comments:

1. Summary of how building was acquired, and construction timeline to begin as early as January 3<sup>rd</sup>, 2022.
2. Major components would include the 23ft x 19ft addition to the north and restore historic components of front façade.
3. Plans to revitalize second floor as a gathering space, in addition to areas for pop-up mercantile. Mercantile-type businesses would mostly occupy the main floor.
4. Working with an architect familiar with state and federal historic submittals.
5. Detailed goals to remove paint from brick, incorporate glass with cast iron supports, tuck-pointing. Original tin ceiling is present which would be painted.

Commissioners made the following comments:

1. Inquiry if the courtyard would be covered or open-air, to which the applicant confirmed open-air.
2. Inquiry on parking, to which staff noted the abutting municipal parking lot.
3. Impressed with the amount of time and care to make sure renovations will be done well. Proposed would compliment, but not overpower, the other buildings.
4. Inquiry as to whether the windows in the back would be replaced, to which the applicant provided their proposed plan for the back, including the removal of the lean-to and the windows and door of the second floor becoming a part of the interior. Essentially, the windows would be treated as windows on the inside.
5. Requested more information as to the setback of the building once complete, to which details were provided.
6. Commended the applicant on recognizing that the condition and aesthetic of the back of the buildings were also important. Inquired on the green space to the north of Guus on Main, to which Director Kernosky provided a summary.
7. General voice of support amongst the commission.

**Motion by Alderperson Christianson to approve the request from Bill Schierl, representing Guild Designs LLC, for a design review to construct a building addition and perform storefront improvements at 1040 Main Street (Parcel ID 281240832202923), consistent with Ch. 22.05(2) with the following:**

1. **The proposed windows shall be properly installed by installing caulking and weather stripping to ensure that the window units are weather tight.**
2. **Prior to removing paint from masonry, the applicant shall submit final details as to how the paint will be removed subject to the masonry guidelines outlined in Sec. 3.2.2(6) & (7) of the Stevens Point Historic Design Guidelines.**

3. The applicant shall submit final details on landscaping that will be included in the rear of the property, subject to the review and approval of Community Development staff meeting applicable Design Guideline and Zoning Code requirements.
4. After obtaining approval for State and Federal Historic Tax Credits, the applicant shall transmit any requested modifications from the Wisconsin Historical Society and the National Parks Service for review and compliance with the City's Historic Design Guidelines.
5. Where masonry repairs are needed, the applicant shall abide by the tuckpointing requirements as outlined in Sec. 3.2.2(8) of the Stevens Point Historic Design Guidelines.
6. A building permit shall be obtained prior to the start of construction.
7. The applicant shall obtain approvals from the Director of Public Works prior to utilizing public sidewalks during construction.
8. Staff shall have the ability to approve minor changes to the site plan, building design and materials.

**seconded by Commissioner Munck**

**Motion carried 5-0.**

4. Update on the façade improvement grant program.

Associate Planner/Zoning Administrator Kuhn provided summaries for recipients of the grant program (full details on page 24 of the agenda packet):

1. Fall Line Outfitters (904 Main Street) – \$2,423.03 grant received.
2. Compass Rentals, LLC (1201 Main Street) – \$26,253.38 grant received.
3. Caravan Wine Shop (1221 Second Street) – \$12,128.80 grant received.

Update only, no action was taken.

Closing Section:

5. Adjourn.

**Meeting adjourned at 5:19 PM.**

*A recording of this meeting can be viewed/heard at: <https://stevenspoint.com/365/AgendasMinutesVideos>*

# Administrative Staff Report

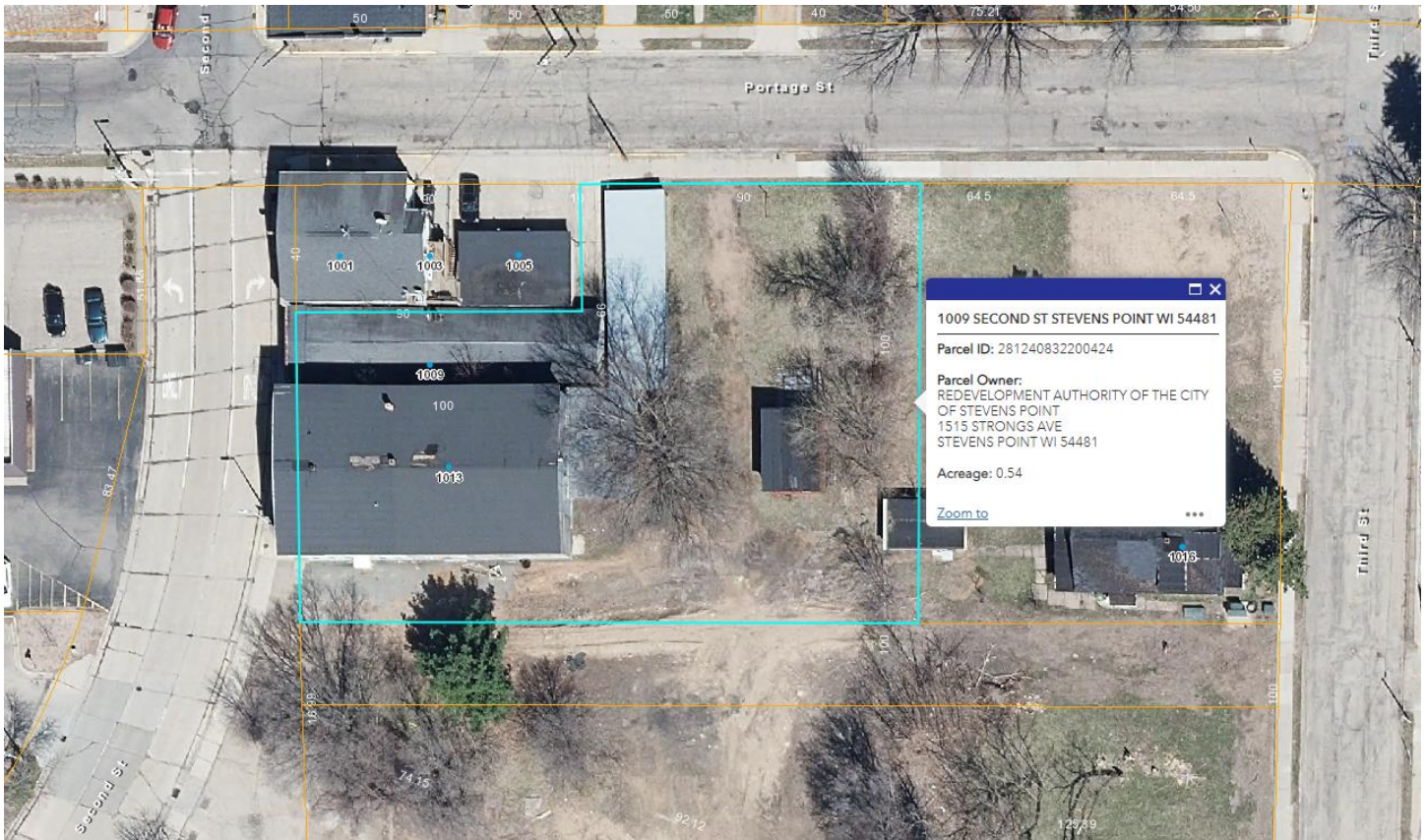


## Design Review 1009 Second Street March 2, 2022

Department of Community Development  
1515 Strong's Avenue, Stevens Point, WI  
54481  
Ph: (715) 346-1568 - Fax: (715) 346-1498

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Applicant(s):</b> <ul style="list-style-type: none"><li>Ryan Wanta, representing Great Northern Distilling</li></ul> <b>Staff:</b> <ul style="list-style-type: none"><li>Adam Kuhn, Associate Planner<br/><a href="mailto:akuhn@stevenspoint.com">akuhn@stevenspoint.com</a></li></ul> <b>Parcel Number(s):</b> <ul style="list-style-type: none"><li>281240832200424</li></ul> <b>Zone(s):</b> <ul style="list-style-type: none"><li>"PD" Planned Development</li></ul> <b>Council District:</b> <ul style="list-style-type: none"><li>District 1 – Ald. Christianson</li></ul> <b>Lot Information:</b> <ul style="list-style-type: none"><li>Actual Frontage: 187 feet</li><li>Effective Depth: 195 feet</li><li>Square Footage: 23,381</li><li>Acreage: 0.54</li></ul> <b>Structure Information:</b> <ul style="list-style-type: none"><li>N/A (former Belke Lumber Company)</li></ul> <b>Current Use:</b> <ul style="list-style-type: none"><li>Undeveloped</li></ul> <b>Applicable Regulations:</b> <ul style="list-style-type: none"><li>Chapter 22</li><li>Downtown Design Guidelines</li></ul> | <b>Request</b> <p>A request from Ryan Wanta, representing Great Northern Distilling, for a design review to construct a principal structure at 1009 Second Street (Parcel ID 281240832200424), consistent with Ch. 22.05(2).</p> <b>Attachment(s)</b> <ol style="list-style-type: none"><li>Application</li><li>Renderings and plans</li></ol> <b>City Official Design Review / Historic District</b> <ol style="list-style-type: none"><li>Downtown Historic Design Review District</li></ol> <b>Staff Recommendation</b> <p>Approve the design review to construct a principal structure located at 1009 Second Street (Parcel ID 281240832200424), subject to the following conditions:</p> <ol style="list-style-type: none"><li>The applicant shall select paint colors from the Commission's approved color palettes (Sherwin Williams, Benjamin Moore and Valspar) to be used in painting masonry walls. Selected paint colors shall be reviewed and approved by Community Development staff.</li><li>The applicant shall submit final details on the choice of wood that will be used for the trash enclosure, subject to the review and approval of Community Development staff.</li><li>A building permit shall be obtained prior to the start of construction.</li><li>Staff shall have the ability to approve minor changes to the site plan, building design and materials.</li></ol> |
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## Vicinity Map



## Scope of Work

In February 2019, the City's Redevelopment Authority (who is the owner of the subject property) obtained a demolition review from the Historic Preservation / Design Review Commission to raze all structures located on the former Belke Lumber Company site. Since Belke Lumber Company ceased operation several decades ago, the structures left behind have been vacant and vulnerable to increased deterioration due to lack of maintenance. Due to the deteriorating state of the Belke buildings, along with these building being made of a simple design and construction (e.g., wood and metal) that could be easily replicated, the structures were subsequently razed in 2021. Please see the following for a breakdown of the buildings that once stood on the property.



**Structure One: Main Manufacturing Building**



**Structure Two: Residential Home**



**Structure Three: Storage Warehouse**



**Structure Four: Residential Garage**



**Structure Five: Storage Shed**



**Structure Six: Storage Shed**

The subject property is located within the Downtown Historic Design Review District. To construct a new primary building within the Design Review District, the Historic Preservation / Design Review Commission shall review the request based on key design guidelines discussed throughout this staff report.

As all structures listed above are now demolished, the applicant has been working with City staff on redeveloping the subject parcels to accompany a new use. As part of this design review, the applicant is requesting to construct a 9,922 sq ft structure that will house Great Northern Distilling, a distillery currently located in Plover. The one-story structure would comprise of a production area, tasting room and an event room that can be rented out for various events (e.g., weddings, parties, etc.).

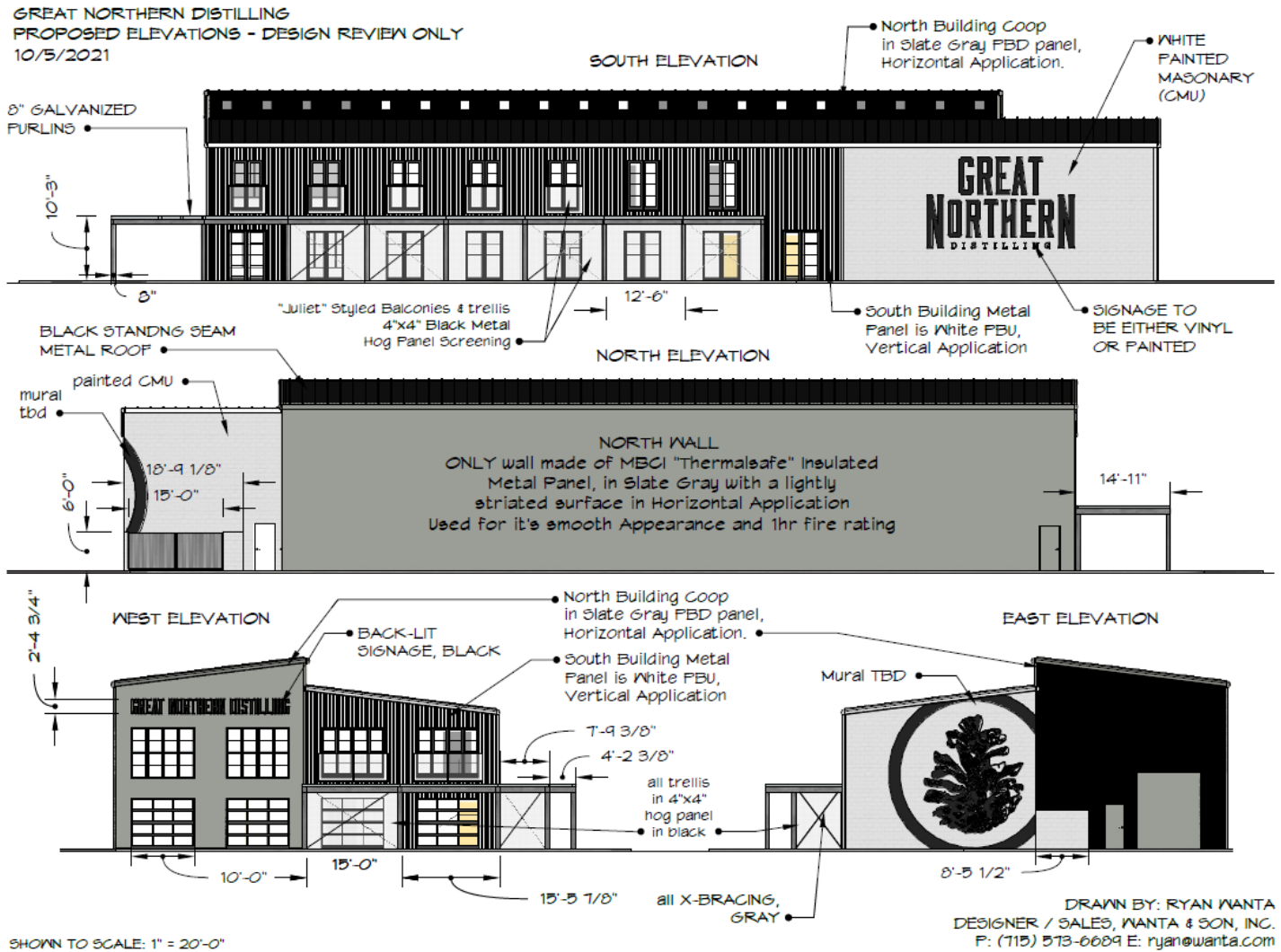
In October of 2021, the applicant obtained a design review from the Historic Preservation / Design Review Commission to construct the proposed distillery. Since these approvals were granted, the applicant amended the approved development by a.) reducing the height of the distillery structure from two stories to one story, b.) increase the square footage of the structure from 8,250 sq ft to 9,922 sq ft and c.) shift the structure south to the planned alleyway (located in Parcel ID 281240832200423) that complements the proposed development. The primary changes that would fall under the purview of the Commission would be relocating the off-street parking stalls to the north of the structure, adding a series of small 2' x 2' windows along the building's north elevation, and changes in metal siding that is proposed. According to the City's Historic Preservation Guidelines, significant changes to an approved design review

certificate shall require re-authorization by the Commission. Please note that the proposed development is also slated to go before the City's Plan Commission in March to obtain separate approvals.

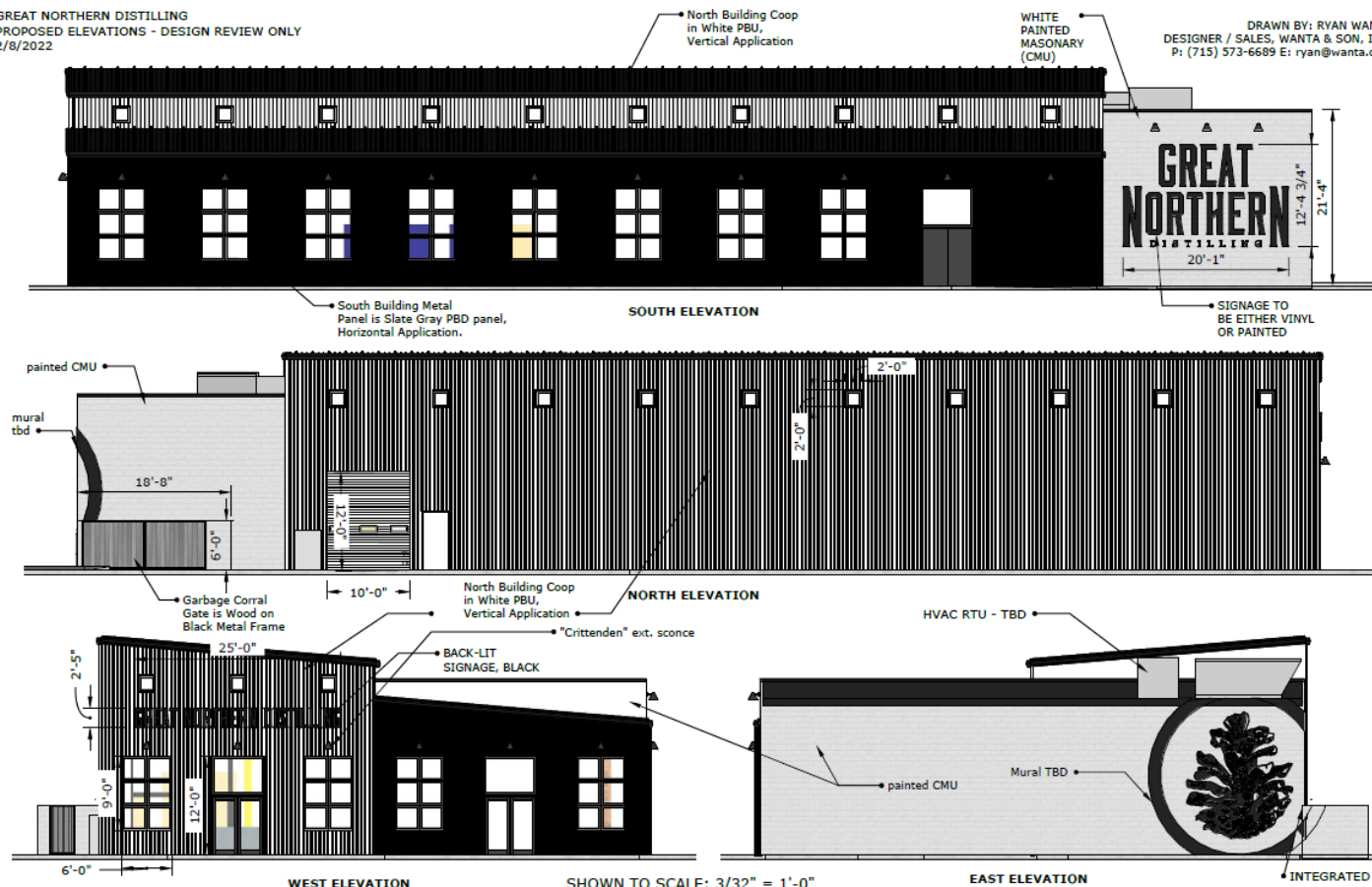
#### Sec. 7.4 Major and Minor Works

##### 1. Major Works (HP/DRC Approval)

##### q. Substantial changes to a design review certificate.



Original Design (Approved October 2021)



**Proposed Design**

The image above provides an overview of the materials and color samples used as part of all exterior building components. As shown, a mixture of metal panels and painted masonry will be incorporated to complement the industrial use of the building. A series of large windows are proposed on the building's west and south façade with lighting fixtures strategically placed above key door entrances and windows. Two wall signs are proposed on the building's south and west façade, and Great Northern Distilling's logo is planned to be painted on the east façade of the building. Please note that a color scheme has been determined by the applicant, however a specific color from the Commission's approved color palettes have not been chosen at this time. Overall, significant efforts on behalf of the applicant and City staff were made to ensure that the proposed structure ties into the historic use of the property (i.e., the Belke Lumber Company). For example, trim that was retained during the demolition of the Belke house will be incorporated as part of the interior design of the building.

The construction of a principal building on the subject property represents a 'major work' and requires the review of the Historic Preservation / Design Review Commission. The Commission's review of the project will relate solely to the exterior characteristics of the proposed structure and applicable site features planned to be incorporated with the development (i.e., parking lot, landscaping, etc.).

#### *Sec. 7.4 Major and Minor Works*

##### *2. Major Works (HP/DRC Approval)*

###### *(a) New construction or additions to primary building*

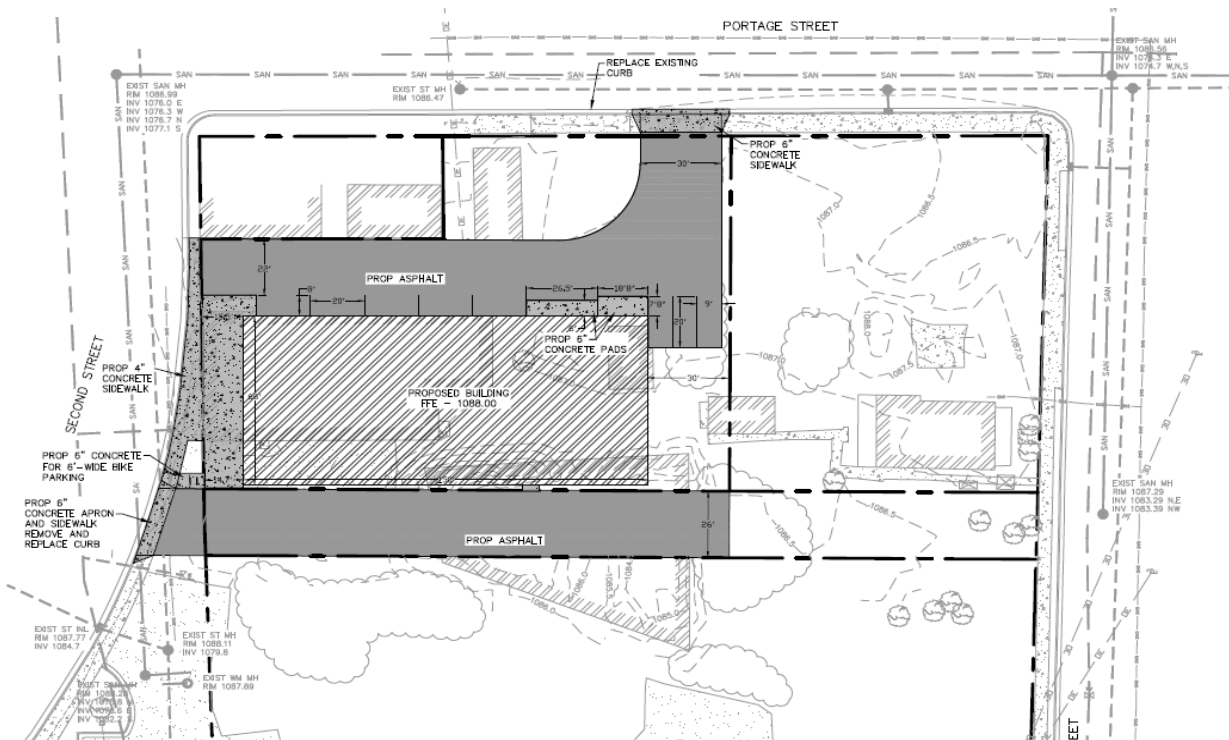
Chapter 22 of the Revised Municipal Code of the City of Stevens Point further provides design review requirements for certain types of improvements requested within a designed historic district, design review district or an approval local landmark. This requirement is discussed further in the following section.

## CHAPTER 22: HISTORIC PRESERVATION

### Division 5.02 Regulation of Construction, Reconstruction, Alteration, and Demolition

*No owner or person in charge of a historic structure or historic site, or property located within a historic district shall reconstruct, alter, or demolish all or any part of the exterior of such property or construct any improvement upon such designated property or properties or cause or permit any such work to be performed upon such property or demolish such property unless approval has been granted by the commission.*

*Upon the filing of any request for a design review certificate with the commission, the commission shall review the request in accordance with the design guidelines. If the commission determines that the application for a design review certificate and the proposed changes are consistent with the design guidelines, it shall issue the design review certificate. Upon the issuance of such certificate, any other required permits shall be obtained.*



Proposed Conceptual Plan

## Guidelines of Review (numbers below pertain to the pertinent guideline standards)

\*\*\*Other standards within the design guidelines not specifically mentioned below have been reviewed and are met or not applicable pertaining to the proposed building improvement activities.

### COMMERCIAL: MASSING, SCALE AND ORIENTATION (Sec. 5.1.2)

1. Buildings within Stevens Point's Downtown Historic / Design Review District are of similar heights. Therefore, the height of a new building should be compatible with other buildings in the district when measured from grade.

**Analysis:** The proposed building is one story in height and will stand 26' 3" in height.

**Findings:** A majority of buildings in Downtown Stevens Point, especially along Main Street, range two to three stories in height. These buildings predominately are of mixed-use where a commercial use occupies the first floor and residential units are located above. Along the periphery of the downtown lies buildings that are predominately one or two stories in height. Given the location of the proposed structure – being on the fringe on the downtown area – having a one-story building over 26 feet in height provides an appropriate buffer between the adjoining residential uses to the north.

**2. All new buildings should be compatible in height with adjacent buildings on the block.**

**Analysis:** Residential homes exist to the north of the property that are one to two stories in height. Please note that these homes are located outside of the Design Review District. Commercial uses exist to the west of the subject parcels that are two stories in height, while a range of residential and mixed-use buildings are planned to the east of the property as part of the North Side Yard development. These buildings range from three to four stories in height. Lastly, a ten-unit two-story building was approved in 2019 to construct live-work units to the south of the subject property.

**Findings:** Although the proposed structure would be of less height than the adjoining North Side Yard development, staff believes that a tall, one-story structure would be of adequate height giving the intent of the property being to provide separation from the taller, denser commercial uses to the south and the shorter, residential uses to the north.

**6. Where buildings are set back from the front property line, the parking should be to the side and rear only.**

**Analysis:** The proposed building is planned to provide a 15' setback off of Second Street, 2' of setback off of the proposed alley, 70' setback off of Portage Street and a 29' 10 3/7" setback off of a newly created parcel at the intersection of Portage Street and Third Street.

**Findings:** Eight parking stalls are proposed to be located to the north and east of the proposed building. While the approved location for these parking stalls were originally visible from Second Street, the new location would be better shielded from public view and meets best practices of the City's Historic Preservation Guidelines. Note that the proposed parking stalls would meet minimum dimensional requirements as administered in the Zoning Code and the Americans with Disabilities Act Accessibility Guidelines.

**7. New buildings should have their main entrance and primary architectural façade facing the street. New buildings should have a rear entrance to accommodate rear parking and access.**

**Analysis:** Metal panel and masonry is the proposed wall material for all building elevations. Please note that the metal panel along the north elevation will be a white PBU vertical application, while the metal panels along the south and west elevations will have a slate grey PBU horizontal application.

**Findings:** Overall, staff is supportive of the architectural appeal of the proposed building. By having two primary materials encompass the building's façade, it provides variation. Specifically, using metal panel is symbolic of the former Belke Lumber Company building and the broader industrial use of the property, and the variation in horizontal and vertical metal applications provides greater variability in design when close to the structure. Additionally, the use of decorative window trim and signage along the building's west and south façade provides greater architectural appeal when facing Centerpoint Drive and Second Street.

**COMMERCIAL: DESIGN, PROPORTION AND ARCHITECTURAL ELEMENT (Sec. 5.1.3)**

**1. The design of a new building should not attempt to create a false historic appearance, but rather complement buildings in the existing district. New construction should have its own character and style.**

**Analysis:** Several façade materials are incorporated into the development including masonry, metal, glass and

synthetic materials. The design of the building also includes a patio space along Second Street, signage and a trash enclosure along the building's north facing wall.

**Findings:** The proposed building has been brought close to the street similar to other commercial buildings located north of Centerpoint Drive. Similarly, having a building that is over 26' in height provides similarities between adjoining commercial uses within the Design Review District (e.g., 1009 First Street). Parking has also been provided on the property and complements other historic properties that offer off-street parking stalls.

2. **Use materials that are common to the district such as brick, stone, terra cotta, wood, and metal. Modern materials are appropriate on a new building, however, masonry should be the predominant material on the façade as most of downtown's historic structures are brick or stone. Whenever modern materials are used, they should be similar in their physical qualities to historic materials found in the district.**



**Analysis:** Proposed façade materials include glass, masonry and metal.

**Findings:** The proposed façade materials are appropriate for the building. While the majority of historic buildings downtown are brick or stone, today's construction industry rarely produces stone or brick buildings due to the high costs associated with it and because of improvements in insulation when using other materials. As mentioned before, it is important to note the differences in building materials used among buildings downtown (primarily brick and stone) and the fringe downtown area (e.g., north of Centerpoint Drive). Overall, staff believes that the materials proposed for the building have been placed in appropriate places to create a harmonious design within the district and in relation to the historic industrial use of the property.

3. **The fenestration of a new building should reflect that of existing historic structures within the district in proportion, shape, location, pattern and size. The ratio of solids to voids on a building's façade should reflect the buildings within the same block.**

**Analysis:** The proposed building encompasses a majority of the block.

**Findings:** Since the proposed building would front multiple street frontages, careful planning in building design took place to create a historic appeal for the block. For example, masonry has been incorporated into the building design to complement the structure located at 1001 Second Street (Kim's Barrel Inn). The building's proportion, shape, location, pattern and size are appropriate for the location and will help define a new block face for the block – further promoting the planned development of this City block.

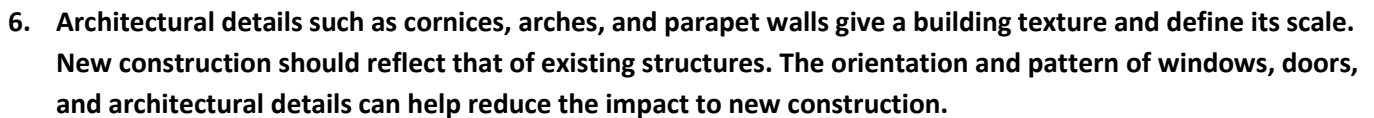
4. **New construction should include storefront elements proportional to that of existing historic structures.**

**Analysis:** See standard one above.

**Findings:** The patio area will include a pergola that has a trellising 4" x 4" hog panel grid on top to provide greater aesthetic variation and complement the black window trim. Patio and open space areas exist elsewhere within the Design Review District, such as the adjacent North Side Yard development. With the western extent

**5. Aluminum and vinyl siding are not recommended on new construction within the Downtown Historic / Design Review District.**

**Findings:** This standard is met.



**Findings:** A great deal of architectural elements and façade materials are proposed to provide character and break-up any monotony for buildings traditionally used for industrial uses. Furthermore, variation in siding material and a focus on site design allows for a development that complements new construction within the Design Review District.



**7. The design of deck parking should be compatible to the district in size, scale, proportion, and materials.**



**Findings:** This standard is met.

## PARKING, DRIVEWAYS AND SIDEWALKS (Sec. 4.3)

- 1. Parking lots, driveways, and sidewalks shall comply with any ordinance requirements for size and landscaping**

**elements as well as site grading.**

**Analysis:** The “B-2” Central Business Transition Zoning District, the underlying zoning classification for the subject property, does not place minimum parking stall requirements for proposed uses. With that said, eight parking stalls are proposed on the site and is required to meet other parking requirements as outlined in the Zoning Code (e.g., stall dimensions, accessibility requirements, etc.). Under the previous site design, six parking stalls were proposed.

**Findings:** Although the property abuts multiple street frontages, the off-street parking stalls have been strategically placed to minimize its view from the public right-of-way. Due to soil contamination of the property due to its prior industrial use, the use of certain landscaping elements is limited and have been discussed as part of the overall site design. As mentioned earlier, the relocation of these off-street parking stalls to the north of the proposed building better shields its view from public right-of-ways.

- 4. Large expanses of parking are not recommended. Parking should be adequately landscaped with buffers and vegetative islands. Pedestrian access and crossings should be clearly designated in parking areas.**

**Analysis:** Eight parking stalls are proposed on the site. See the above standard for further information.

**Findings:** Staff believes that this standard is met.

- 6. Commercial parking areas should be surfaced with suitable materials such as asphalt, concrete, brick, etc. Gravel, crushed stone, or other loose material including unpaved lots are not recommended.**

**Analysis:** Asphalt is the proposed surfacing material for the planned parking stalls and driveway off of Portage Street and Second Street.

**Findings:** This standard is met.

#### **PAINT GUIDELINES (Sec. 3.11)**

- 2. No more than three of the approved colors for the body, trim, and accent color are recommended. Both the trim and accent color should complement the body color.**

**Analysis:** The applicant is proposing to paint the masonry walls white and proposed signage either black or a slate gray color.

**Findings:** As a condition of approval to this design review, the applicant shall select a color from one of the Commission’s approved color palettes (Sherwin Williams, Benjamin Moore and Valspar) for approval by City staff. Given the building materials planned to be painted, staff believes that this standard is met.

## LIGHTING (Sec. 4.2)

1. **The design of lighting fixtures and poles should be compatible in size, scale, material, and brightness with the structure, landscape, and neighborhood setting.**

**Analysis:** Outdoor wall lanterns are proposed to be placed above first- and second-floor windows on the building's south and west elevation. These light fixtures will be approximately 10 3/8" x 13" and extend 15 1/8" from the wall.

**Findings:** As the proposed windows are arguably larger in size (10' x 10'), having wall lanterns placed above all windows will provide sufficient lighting for the patio space and accentuate the black hog panel screening attached to these windows.



## SIGNS (Sec. 4.4)

4. **Size, scale, location, style and material of signage should be compatible with the architecture of the historic buildings and character of the district.**

**Analysis:** One wall sign is proposed on the west elevation of the building that is approximately 60.42 sq ft in size and will be illuminated. A larger wall sign is proposed on the south elevation of the building that is 248.95 sq ft in size that will either be painted or made out of vinyl.

**Findings:** The proposed signs will be reviewed during the subsequent Plan Commission meeting and will adhere to applicable Sign Code provisions. Given the size and height of the proposed building, staff believes that the proposed signs are compatible with other historic buildings in the Design Review District in term of size, scale and location. As stated earlier, if the proposed sign on the building's southern façade is painted, it must meet the painting guidelines as outlined in the previous section.

## Conclusion

Given the above findings, staff believes that the proposed building is appropriate within the Design Review District. The proposed structure has been designed to not create a fake historic aesthetic and incorporates the functionality of buildings within the broader downtown region. Furthermore, the variety of materials proposed for the façade, as well as its design, includes variation that aids in creating an aesthetically pleasing building and can serve as a gateway to the downtown region for commuters driving on Centerpoint Drive. Other features, such as an outdoor patio, panel screening and variation in window size among the south and west elevation helps to break up the monotony of the façade. Lastly, off-street parking stalls have been purposely placed to the north of the proposed structure to better shield its view. The proposed construction and site improvements should improve the broader character of the neighborhood and entice additional development. Therefore, staff recommends approval of the design review, subject to the conditions outlined on page one.

## Site Images

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# HISTORIC PRESERVATION/ DESIGN REVIEW COMMISSION

City of Stevens Point  
Community Development Department

1515 Strongs Avenue, Stevens Point, WI 54481  
P: (715) 346-1567 F: (715) 346-1498  
[communitydevelopment@stevenspoint.com](mailto:communitydevelopment@stevenspoint.com)  
<http://stevenspoint.com>

## APPLICATION FOR DESIGN REVIEW

### ADMINISTRATIVE SUMMARY (Staff Use Only)

|                                             |  |                |  |                                 |  |
|---------------------------------------------|--|----------------|--|---------------------------------|--|
| Application #                               |  | Date Submitted |  | Assigned Case Manager           |  |
| Associated Permits or Applications (if any) |  |                |  | Pre-Application Conference Date |  |
| Decision                                    |  | Date Reviewed  |  | Staff Signature                 |  |
| Notes:                                      |  |                |  |                                 |  |

### APPLICANT/CONTACT INFORMATION

| APPLICANT INFORMATION |  | CONTACT INFORMATION (Same as Applicant? <input type="checkbox"/> ) |  |
|-----------------------|--|--------------------------------------------------------------------|--|
| Applicant Name        |  | Contact Name                                                       |  |
| Address               |  | Address                                                            |  |
| City, State, Zip      |  | City, State, Zip                                                   |  |
| Telephone             |  | Telephone                                                          |  |
| Fax                   |  | Fax                                                                |  |
| Email                 |  | Email                                                              |  |

### OWNERSHIP INFORMATION

| PROPERTY OWNER OF RECORD 1 INFORMATION (Same as Applicant? <input type="checkbox"/> ) |  | PROPERTY OWNER OF RECORD 2 INFORMATION (If Needed) |  |
|---------------------------------------------------------------------------------------|--|----------------------------------------------------|--|
| Owner's Name                                                                          |  | Owner's Name                                       |  |
| Address                                                                               |  | Address                                            |  |
| City, State, Zip                                                                      |  | City, State, Zip                                   |  |
| Telephone                                                                             |  | Telephone                                          |  |
| Fax                                                                                   |  | Fax                                                |  |
| Email                                                                                 |  | Email                                              |  |

### PROJECT SUMMARY

|                                                                                            |          |                                       |
|--------------------------------------------------------------------------------------------|----------|---------------------------------------|
| Subject Property Location [Please Include Address and Assessor's Identification Number(s)] |          |                                       |
| Parcel 1                                                                                   | Parcel 2 | Parcel 3                              |
|                                                                                            |          |                                       |
| Legal Description of Subject Property                                                      |          |                                       |
|                                                                                            |          |                                       |
| Area of Subject Property (Acres/Sq Ft)                                                     |          | Area of Building or Structure (Sq Ft) |
|                                                                                            |          |                                       |

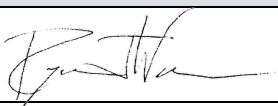
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------|--|
| Current Zoning District(s)                                                                                                                                                                                                                                                                                                                                  |                         | Current Historic District(s) - Local, State, National |  |
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |
| Designated Future Land Use Category                                                                                                                                                                                                                                                                                                                         | Current Use of Property | Proposed Use of Property                              |  |
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |
| Briefly describe the proposed building, structure construction, reconstruction or exterior alteration. Please also provide rationale for the design review request, along with the time schedule (if any) for the project. (Use additional pages if necessary)                                                                                              |                         |                                                       |  |
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |
| Will the proposed work detrimentally change, destroy or adversely affect any exterior architectural features of the improvement upon which said work is to be done? Explain your answer.                                                                                                                                                                    |                         |                                                       |  |
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |
| Does the proposed work match and harmonize with the external appearance of adjacent neighboring improvements. Explain your answer.                                                                                                                                                                                                                          |                         |                                                       |  |
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |
| Does the proposed work conform to the objectives of the historic preservation plan for said district (if any)? Explain your answer.                                                                                                                                                                                                                         |                         |                                                       |  |
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |
| Does the proposed work conform with the architectural design guidelines with emphasis on contextual issues including compatibility of size, volume proportions, rhythm, materials, detailing, colors, and expressiveness? (Historic Design Guidelines can be found at <a href="http://www.stevenspoint.com">www.stevenspoint.com</a> ) Explain your answer. |                         |                                                       |  |
|                                                                                                                                                                                                                                                                                                                                                             |                         |                                                       |  |

#### EXHIBITS

|                                                                                                                       |                          |                                    |
|-----------------------------------------------------------------------------------------------------------------------|--------------------------|------------------------------------|
| Letter to District Alderperson ( <a href="http://www.stevenspoint.com/Directory">www.stevenspoint.com/Directory</a> ) | <input type="checkbox"/> | Additional Exhibits If Any (List): |
| Photographs of Building or Structure                                                                                  | <input type="checkbox"/> |                                    |
| Renderings or Elevations                                                                                              | <input type="checkbox"/> |                                    |
| Site Plan (for additions, and new construction)                                                                       | <input type="checkbox"/> |                                    |

#### CERTIFICATION AND SIGNATURE

By my signature below, I certify that the information contained in this application is true and correct to the best of my knowledge at the time of the application. I acknowledge that I understand and have complied with all of the submittal requirements and procedures and that this application is a complete application submittal. I further understand that an incomplete application submittal may cause my application to be deferred to the next posted deadline date.

|                                                                                     |          |                                                                                      |          |
|-------------------------------------------------------------------------------------|----------|--------------------------------------------------------------------------------------|----------|
| Signature of Applicant                                                              | Date     | Signature of Property Owner(s)                                                       | Date     |
|  | 2/8/2022 |  | 2/9/2022 |

City of Stevens Point`  
Community Development Department  
1515 Strongs Avenue, Stevens Point, WI 54481  
P: (715) 346-1567 F: (715) 346-1498  
[communitydevelopment@stevenspoint.com](mailto:communitydevelopment@stevenspoint.com)  
<http://stevenspoint.com>

SUPPLEMENTAL ATTACHMENT  
for  
HISTORIC PRESERVATION/  
DESIGN REVIEW COMMISSION  
APPLICATION FOR DESIGN REVIEW

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**Great Northern Distilling**

**Briefly describe the proposed building, structure construction, reconstruction or exterior alteration. Please also provide rationale for the design review request, along with the time schedule (if any) for the project. (Use additional pages if necessary)**

We are proposing a revision to the previous structure we had approval for, for the relocation of Great Northern Distilling from Plover to Downtown Stevens Point, to be located at the former Belke Lumber Company lot. Wanting to create a new home that better reflects the brand's identity as local and homegrown, GND looked toward the downtown area because of its entrepreneurial, creative spirit – a place that feels better-connected to the community.

Due to building supply costs, we were forced to rethink the entire structure to find savings. We eliminated the second story event room, condensing all public spaces to the ground floor. This single change fundamentally altered the entire building, and we are showing those necessary changes in the new proposed plans. We also relocated the building to run along the south line of the property, allowing us to forgo a required firewall on the north side.

Beyond the production area, the new site location of the structure moves all outdoor space towards the east entrance. We moved all parking to the backside of the building (north) so that it will be out of view. We also re-attached the garbage enclosure to be integrated with the building. The proposed building will be a steel structure and CMU block barrel room storage.

GND along with Wanta & Son, are aiming to excavate and pour concrete this early Spring. The steel building will hopefully be delivered by late May. Once on the ground we expect the steel to go up quickly. Our goal is to get GND into the production space earlier than finishing out the tasting and event rooms. This way the flow of liquid sunshine

2/9/2022

will not face any interruptions. We expect that to happen around early-to-mid July. If everything goes according to plan and the weather cooperates, our target is to be fully-open by end of September.

**Will the proposed work detrimentally change, destroy or adversely affect any exterior architectural features of the improvement upon which said work is to be done?**

N/A – this is a new build on vacant land

**Does the proposed work match and harmonize with the external appearance of adjacent neighboring improvements?**

Yes, I believe so. Probably even slightly better than previously proposed. When looking at the neighboring development (Northside Yards) to the East, Great Northern's new distillery will mirror its contemporary look, but it will still stay married to a traditional Wisconsin rural appearance. We wanted to capture the essence of what it means to be rooted in Central Wisconsin, which is in the heart of the GND brand. It is about honoring your traditions and quality of life while looking forward to the future. Clean lines and a tidy appearance, like a well-made cocktail.

The traditional use of the "coop" gives us that stepped appearance that I believe should be harmonious is its transitional zone category, between the more urban downtown and the residential streets to the north. It harkens to the appearance of the old industrial buildings that used to stand in the same downtown area that have since disappeared. Honoring our past was very important to the "look," as this is being built upon a site which formerly had a quasi-historical structure standing, known as the "Belke building." We wanted to make sure our choices respected that without sacrificing aesthetics.

**Does the proposed work conform to the objectives of the historic preservation plan for said district (if any)? Explain your answer.**

Yes. To take from the guideline's own text:

"The purpose of the districts are to promote and provide for land use activities, which will reflect its heritage through the cultural, educational, architectural and economic elements of the districts while preserving the historic integrity of the City of Stevens Point."

And

"Stevens Point's downtown attractions, such as the farmer's market held in the historic Mathias Mitchell Public Square, historically significant murals, along with the historic Whiting Hotel and Sentry Insurance buildings give the city its own distinct character, but also attracts numerous visitors from surrounding communities. This draw and tourism into the city's downtown creates a positive impact on lodging, restaurants, shopping, and entertainment throughout the area, therefore, demonstrating the economic importance of historic preservation. In addition, historic preservation creates jobs, produces income, produces state and local tax revenue, as well as, raises property values. Furthermore, historic preservation helps the environment by balancing urban sprawl and encourages smart development and adaptive reuse"

If the goal of historic preservation district is to create a positive economic impact, think of what having a downtown Distillery could do for the area? It's obvious. The effects were wasted in the parking lots of Plover. It is here we can

realize the vision of being a part of the culture. We encourage good design, thoughtfulness in product and experience, and, most importantly, bringing people together.

In addition, what is more Stevens Point than having not only “wonderful water” but wonderful beverages? Currently a city of Beer, Great Northern’s move intends to broaden the offerings...and sometimes with “wonderful water” ice.

**Does the proposed work conform with the architectural design guidelines with emphasis on contextual issues including compatibility of size, volume proportions, rhythm, materials, detailing, colors, and expressiveness?**

The height of the structure is 26’-3’, which is in keeping with a lot of surrounding downtown structures. It is 3’=9”. It also closely mimics the scale of the former Belke Lumber building, which stood in its spot. We wanted to honor the past in this design, so using metal panels that were a bit more “elevated,” larger repetitive window placement, and the basic layout of the structure feels to be a good direction. We also wanted to be able to feel that classic “barn” appearance on the elevations.

We even have details that nod towards our more rural life – hog panel fashioned as trellises. We hope to have all sorts of climbing green vines covering them. Those elements will be brought indoors as well.

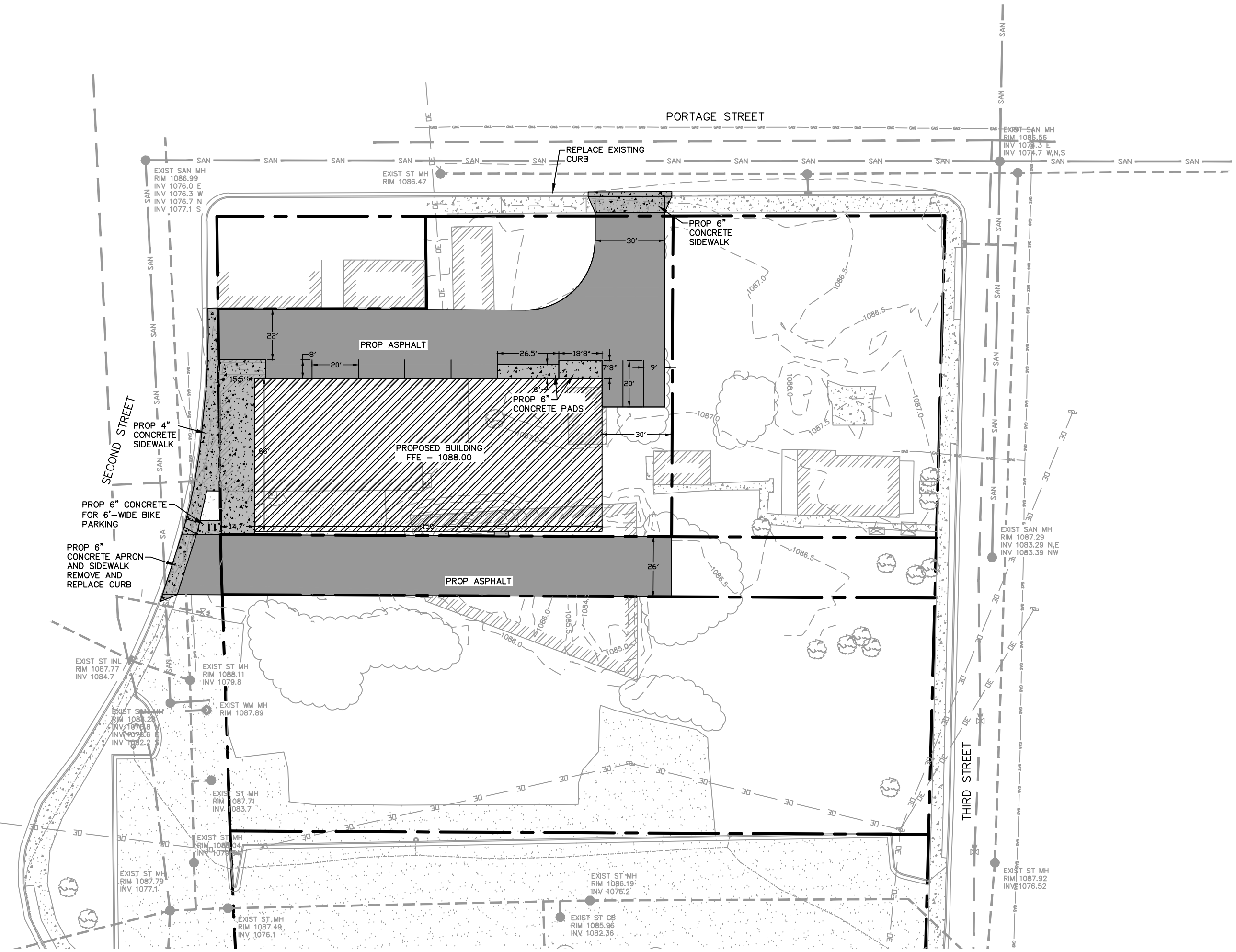
Playing with the proportions was key in discovering this design. We wanted it grand, but not imposing. We aimed to make it incredibly approachable. It’s a very “clean” looking building. Adding the hint of a coop to make it seem more rustic, also emphasizing its grand, linear proportions.

The choice of the materials seemed obvious to us. The brand is about good, honest ingredients that do not pretend to be something they are not – clean crisp contemporary steel, silvering wood, solid block. The south originally was planned to be white, but with the revision of having the block building, we re-examined the configuration. We decided it would be best to keep the block white, as it seems to “wrap” around the southern structure. In doing so, we also noticed the added feature of having the coop windows pop off the white. We kept the white looking clean with bold vertical ribs, giving a more pronounced highlight and shade as the sun goes by. Think about how all of the ribs will play with the architectural lighting at night! The shorter south building now subtly compliments and supports the white North with a slate gray color and finer horizontal texture. The wood brought us back to homey, natural elements.

Although we were unable to reclaim material from the Belke site due to the nature of its demolition, we do retain some trim from the Belke house that we plan on incorporating. We will also be using reclaimed material from other sites to incorporate into our interior design.

The Western elevation is kept divided in half, where the two sections of the building meet. They are contrasting to each other, having the slate gray punctuate the white panel. The wood pergola and garbage enclosure gate will silver with age, tying a vertical plane across the West, but still visible from the north and south. I went with black pipe to now tie the wooden pergola frames together, in a less busy approach to the design.

We find, through working through all of the elements, that we have kept our concept of an expressive building, one that speaks not only of the brand, but of us as a community – who we were and who we are becoming.



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WWW.MTSLLC.NET

REVISION DATE  
01-28-2022  
02-15-2022

SURVEYED: RIVERSIDE  
DESIGNED: MTS  
DRAWN BY: NSB  
APPROVED: MWT

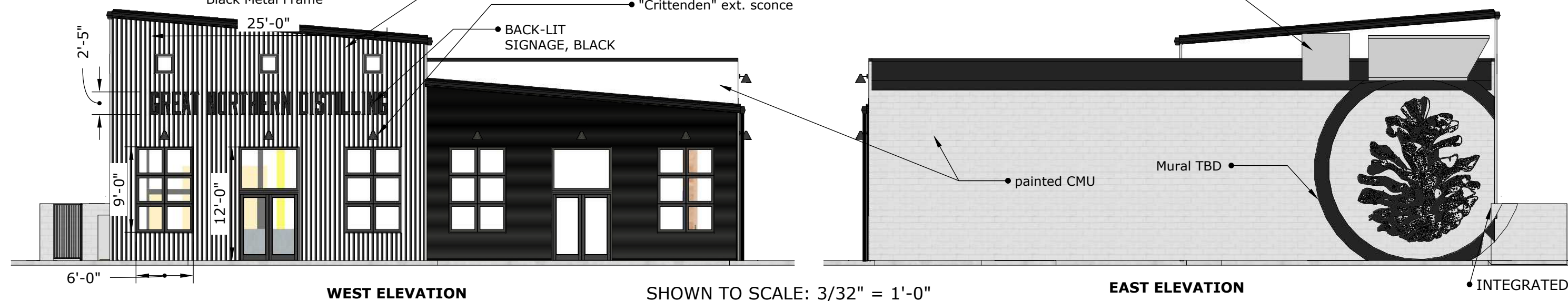
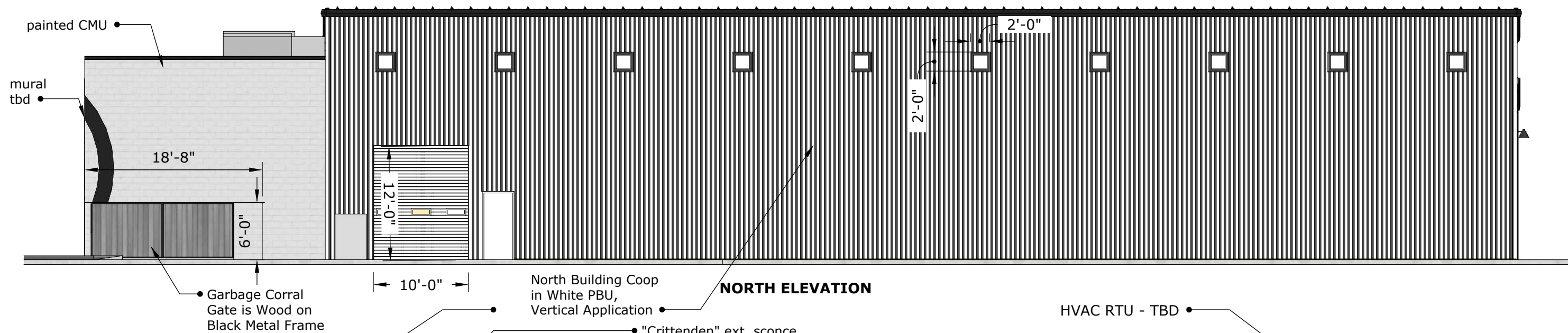
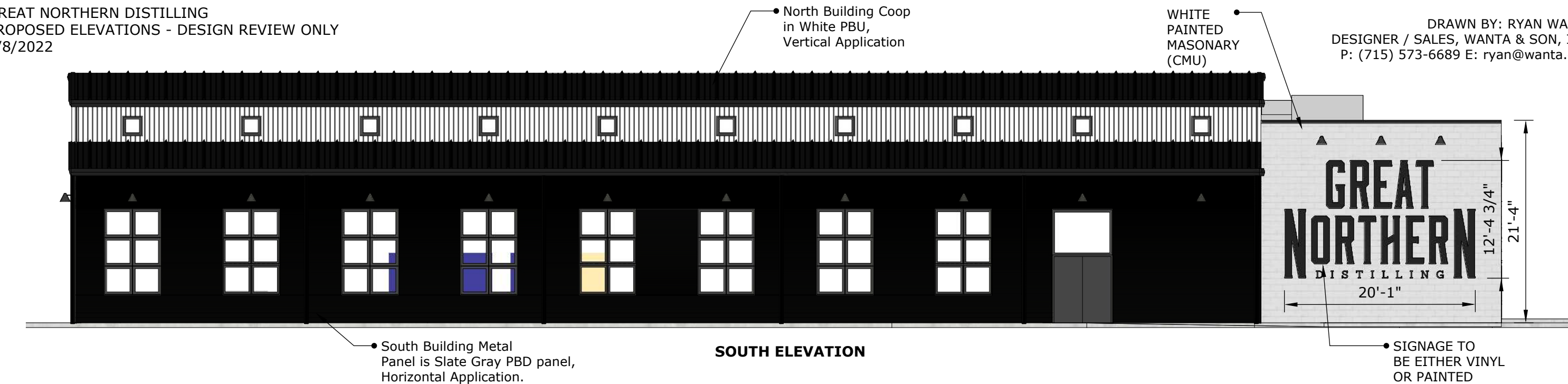
SITE PLAN

GREAT NORTHERN DISTILLING  
CITY OF STEVENS POINT, PORTAGE CO.

SCALE  
1" = 40'

SHEET NO.  
4





GND WEST PERGOLA CONCEPT  
SHOWN TO SCALE: 3/16" = 1'-0"

