



AGENDA
**HISTORIC PRESERVATION/
DESIGN REVIEW COMMISSION**

Members

- Chairperson Tim Siebert
- Vice Chair Peter Munck
- Alderperson Marc Christianson
- Erik McFarland
- Carol Molepske (Alternate 1)
- Jordan Hornung (Alternate 2)

Date and Time: January 19, 2023
6:00 PM

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

OR

Zoom Teleconferencing

Meeting ID: 850 7845 8353

Passcode: 314410

By

Computer: <https://us02web.zoom.us/j/85078458353?pwd=ZEE5MUFRRkZFWHY1Ukd3aFYyWXZkdz09>

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

Opening Section:

1. Roll Call

Discussion and Possible Action on the Following:

2. Report of the November 15, 2022 meeting of the Historic Preservation / Design Review Commission.
3. Public Hearing and action on a request from the City of Stevens Point to amend Chapter 22, Historic Preservation and Design Review Ordinance of the Revised Municipal Code of the City of Stevens Point. Said request amends Section 22.05 for the purpose of adopting an ordinance preventing demolition by neglect.
4. Discussion on a historic plaque program.
5. Staff update:

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.

- Evaluation of the Historic Preservation / Design Review Commission's Design Guidelines.

Closing Section:

6. 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 Strong's Avenue, Stevens Point, WI 54481.

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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

November 15, 2022 – 5:00 PM
933 Michigan Ave, Stevens Point, WI 54481

PRESENT: Vice Chairperson Munck, Alderperson Christianson, and Commissioner Molepske.

ALSO PRESENT: Associate Planner/Zoning Administrator Kuhn, Community Development Technician Mohr, Aidan Wysocki, Brian Cummins, and unidentified audience members via Virtual Zoom Meeting.

INDEX:

Opening Section:

1. Roll Call

Discussion and Possible Action on the Following:

2. Report of the October 19, 2022 meeting of the Historic Preservation / Design Review Commission.
3. A request from Ryan Wanta, representing Great Northern Distilling, for a design review to utilize a paint color not adopted within the Historic Preservation / Design Review Commission's approved color palettes for the property located at 1011 Second Street (Parcel ID 281240832200424).
4. Discussion on a proposed ordinance preventing demolition by neglect.
5. Discussion on a historic plaque program.
6. Discussion on the Historic Preservation / Design Review Commission's Design Guidelines:
 - Where are we now?
7. Staff update:
 - Online story map tour of historic buildings in Downtown Stevens Point.
 - Establishing guidelines for painting murals.

Closing Section:

8. Adjourn

Opening Section:

1. Roll Call

Meeting convened at 5:03PM.

Present: Munck, Christianson, Molepske

Excused: Hornung

Absent: Siebert, McFarland, Scripps

Discussion and Possible Action on the Following:

2. Report of the October 19, 2022 meeting of the Historic Preservation / Design Review Commission

Motion by Alderperson Christianson to approve the report of the October 19, 2022 meeting of the Historic Preservation / Design Review Commission; seconded by Commissioner Molepske.

Motion carried 3-0.

3. A request from Ryan Wanta, representing Great Northern Distilling, for a design review to utilize a paint color not adopted within the Historic Preservation / Design Review Commission's approved color palettes for the property located at 1011 Second Street (Parcel ID 281240832200424).

Brian Cummins, representing Great Northern Distilling, provided the following information:

- Explained existing approved white paint colors had yellow tints.
- Goal was to match the existing steel panels.
- Proposed would not only match the steel panels but would complement the building overall. It was a neutral color selection.

After a brief back-and-forth discussion, there was a consensus amongst the commission that the proposed color would be a better choice than those currently available.

Motion by Alderperson Christianson to approve the request from request from Ryan Wanta, representing Great Northern Distilling, for a design review to utilize a paint color not adopted within the Historic Preservation / Design Review Commission's approved color palettes for the property located at 1011 Second Street (Parcel ID 281240832200424); seconded by Commissioner Molepske.

Motion carried 3-0.

4. Discussion on a proposed ordinance preventing demolition by neglect.

Associate Planner/Zoning Administrator Kuhn provided the following:

- Summary of previous discussions, noting concerns had been considered when revising the proposed ordinance in conjunction with the City Attorney.
- Request for comments, concerns, and feedback on the ordinance as presented, otherwise staff was looking to move onto notifying the public to schedule public hearings.

There was a back-and-forth discussion on how the Commission would handle residential versus commercial reviews for demolition, reiterating how residential properties should be handled differently than a commercial building in the Downtown corridor. While demolition was intended to be a last resort, there needed to be additional efforts put towards educating the public, especially due to the potential to financially burden homeowners through the ordinance. There was a consensus to move forward towards the public hearings.

No action was taken.

5. Discussion on a historic plaque program.

Associate Planner/Zoning Administrator Kuhn provided the following:

- Intent/purpose of having a historic plaque program, and a summary of how the request came forward.
- Plaque details (types of plaques and installations) and overview of plaques currently utilized by other municipalities.
- Request for comments, concerns, and feedback on a City plaque program.

Commissioners had the following general comments:

- Brief discussion of existing signage.
- Comment that it would be nicer to expand the plaque program into residential neighborhoods, and not just the Downtown.
- There was interest in signage designating historic districts, as well as informational building signs detailing construction date, architectural details, etc.
- Lettering and information presented would need to be carefully selected, as distance and install locations would have an impact on legibility.
- Comment on adding plaques where buildings used to be, where they no longer existed. Such as existing parking lots that were created because of razing buildings.
- Potential for website/walking map showing extended details for plaques/historic buildings and sites.

No action was taken.

6. Discussion on the Historic Preservation / Design Review Commission's Design Guidelines:

- Where are we now?

Associate Planner/Zoning Administrator Kuhn briefly explained that the City hadn't evaluated its Design Guidelines since initial implementation, which was last adopted 10 years prior. The time had come to review the guidelines to address any potential revisions to be made. A collaborative discussion ensued and the following topics/comments were discussed:

- Where are we now?
 - Shared values, descriptive information, current assessment of conditions
 - Discussion on the commission's focus of preservation and regulation.
- Where are we going?
 - Observed trends, forecasting probable scenarios under a status quo environment
 - How do we continue to preserve the historic nature respectfully?
 - How can we enable and promote restoration without creating false historic characteristics and prevent demolition of historic structures?
- Where do we want to be?
 - Preferred Scenarios, shared vision

- Storefront activation, streetscapes, signage, and environment can provide a different feeling unique to historic districts. You should know you're in a historic district by just the look of the area.
- How do we get there?
 - Goals, strategies, policies
 - Taking care of focusing on not just the facades, but the back of the buildings as well.
 - How is new construction promoted so it compliments existing historic nature without creating fake historic structures (material/height)?
- Are we getting there?
 - Implementation, evaluate based on benchmarks
 - Work on periodic updates to the Council for projects, initiatives, etc.
 - Solicit public input.

No action was taken.

7. Staff update:

- Online story map tour of historic buildings in Downtown Stevens Point.
 - GIS tech currently working on a web-based walking map where one could toggle information for a specific building and see historic photographs.
 - Comment was taken to provide a different map that would highlight buildings that were no longer there due to razing or development.
- Establishing guidelines for painting murals.
 - Commission had tasked staff to rework and review guidelines for murals per feedback previously provided. The agenda item would come forward soon.

No action was taken.

Closing Section:

8. Adjourn.

Meeting adjourned at 6:37 PM.

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



MEMORANDUM

To: Historic Preservation / Design Review Commission

From: Adam Kuhn, AICP
Associate Planner / Zoning Administrator

Date: January 19, 2023

RE: Ordinance Preventing Demolition by Neglect

For several months, the Commission has had ongoing discussions regarding the concept of demolition by neglect and how the enforcement of neglect can be codified into an ordinance. The following provides greater detail as to what demolition by neglect entails, why there has been an interest in establishing a demolition by neglect ordinance and specifics about the proposed ordinance.

Defining Demolition by Neglect: Demolition by neglect is the process of allowing buildings, streetscape or site improvements in historic and design review districts to decay, deteriorate, become structurally defective, or otherwise fall into disrepair. As eluded earlier, this proposed ordinance would apply solely to properties that are located within the City's historic districts, design review district and landmarks that have been locally recognized by the Common Council. A visual representation of these properties where a demolition by neglect ordinance would apply are included within this agenda packet for reference.

The concept of demolition by neglect is to address structural and site deficiencies that do not meet State mandated requirements for a raze or repair order to be issued by the City's Building Inspector. In turn, demolition by neglect include situations that are generally deemed 'minor' in the interim but has a high likelihood to compound into major health and safety issues if left unaddressed. Some examples of demolition by neglect include the following:

- Deterioration of exterior walls, foundations, or other vertical support that causes leaning, sagging, splitting, listing, or buckling or deterioration of flooring or floor

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supports, roofs, or other horizontal members that causes leaning, sagging, splitting, listing or buckling;

- Deterioration or crumbling of exterior plasters or mortars or ineffective waterproofing of exterior walls, roofs, and foundations, including broken windows or doors;
- Rotting, holes, and other forms of decay; and
- Defective protection or lack of weather protection for exterior wall and roof coverings, including lack of paint, or weathering due to lack of paint or other protective coverings.

An illustrative example of demolition by neglect is when mortar begins to crack and crumble. Deteriorating mortar does not pose an immediate threat to the building, but if left unaddressed, is likely to impugn the structural integrity of the building. Cracked mortar would allow for water to penetrate the inner layers of a brick façade. This, coupled with Wisconsin's freeze and thaw cycles during the Spring months, would allow for retained water to expand, contract and ultimately harm the integrity of the brick façade.

Interest in a Demolition by Neglect Ordinance: The City's Historic Preservation Ordinance ([Chapter 22 of the City's Revised Municipal Code](#)) has gaps with respect to enforcing its purpose and intent – to protect and enhance sites of architectural and historic value. Although *reactive* enforcement provisions exist as to persons in violation with the ordinance (e.g., fines for work done without a permit), Chapter 22 lacks ordinance language relative to the *proactive* enforcement of historic buildings and sites. This reality held true over the last few decades with the razing of several historic buildings, most notably the partial razing of the Fox Theater in 2019. Provided that appropriate City officials enforces a demolition by neglect ordinance, it is my belief that situations where historic buildings are required to be razed should be eliminated in the future.

In early 2021, the Historic Preservation / Design Review Commission worked on establishing strategic goals that they would like to prioritize over the next five years. The adoption of a demolition by neglect ordinance was the first listed goal in the 2021-2026 Strategic Goals of the Historic Preservation / Design Review Commission.

The Proposed Ordinance: The proposed ordinance highlights the procedures for determining whether or not demolition by neglect is occurring. Subsection four of the draft ordinance highlights the review standards that the City's Building Inspector and the Designated Agent of the Commission must observe in analyzing if demolition by neglect is occurring. If both City officials determine that demolition by neglect is occurring, a written notice of that determination is mailed to the property owner of the structure or improvement experiencing neglect. Such correspondence would outline the corrective actions that are required.

Upon a demolition by neglect determination, a meeting of the Historic Preservation / Design Review Commission is held to confirm, partially confirm or deny the ruling. If the Commission determines that demolition by neglect is occurring, details are provided to the impacted property owner as to performing corrective actions that adhere to the Commission's Design Guidelines and a timeline to complete the work.

Similar to other enforcement actions, impacted property owners have the ability to appeal a demolition by neglect determination. An appeal of findings made by the Historic Preservation / Design Review Commission may be taken to the Common Council for their consideration. Lastly, the proposed ordinance provides safeguards to ensure that required remedies are, in fact, completed. If a property owner fails to remedy the situation within the timeline approved by the Commission, abatement by the City is a possibility.

Next Steps: The purpose of the January 19th meeting is to conduct a public hearing on the proposed ordinance, followed by possible action on the request.

**ORDINANCE AMENDING THE REVISED MUNICIPAL CODE
OF THE CITY OF STEVENS POINT, WISCONSIN**

**[Chapter 22 of the Revised Municipal Code – Historic Preservation & Design Review –
Ordinance Preventing Demolition by Neglect]**

The Common Council of the City of Stevens Point, Portage County, Wisconsin, do ordain as follows:

SECTION I: That Section 22.05 of the Historic Preservation and Design Review Ordinance of the Revised Municipal Code of the City of Stevens Point shall be amended as follows:

Division 5.07: Demolition by Neglect

- (1) Intent. To promote the purposes of historic preservation, this section requires that owners of historic properties maintain their properties and not allow them to fall into disrepair.
- (2) Definition. Demolition by neglect is the process of allowing buildings, streetscape or site improvements in historic and design review districts to decay, deteriorate, become structurally defective, or otherwise fall into disrepair.
- (3) Applicability. This section shall apply only to buildings and sites located within historic districts, design review districts and local landmarks that are recognized by the Common Council.
- (4) Conditions of Neglect. The owner of properties as outlined in Section 5.07(3) shall comply with applicable codes, laws and regulations that govern the maintenance of their property. Demolition by neglect shall include any one or more of the following situations of action or inaction:

- (a) The deterioration of the exterior of the building or surrounding environment to the extent that it allows for a hazardous or unsafe condition, or, if left unaddressed, will result in a hazardous or unsafe condition in the near-term.
 - (b) The deterioration of the exterior of the building or surrounding environment to the extent that it adversely affects the character of the historic district, design review district or recognized landmark.
- (5) Procedure. The following are the procedures for determining whether or not demolition by neglect is occurring:
- (a) Notice of Demolition by Neglect. If the Building Inspection Superintendent and Designated Agent, or designee, determines that a structure or improvement is undergoing demolition by neglect, the Building Superintendent shall give written notice of that determination to the owner of said structure or improvement. The Building Inspection Superintendent shall give a copy of the notice to the Designated Agent and the Chairperson of the Historic Preservation / Design Review Commission.
 - (b) Public Hearing. Within 30 days of receiving a notice from the Building Inspection Superintendent under subsection (5)(a), the Designated Agent shall issue a Class II Public Hearing Notice for the Historic Preservation / Design Review Commission to hold a public hearing to determine whether the structure or improvement is undergoing demolition by neglect. Such hearing shall occur no later than 45 days after the date of the notice of the hearing. In reviewing the potential demolition by neglect, the Commission shall consider the following:
 - 1) The deterioration of the exterior of the building or surrounding environment to the extent that it allows for a hazardous or unsafe condition, or, if left unaddressed, will result in a hazardous or unsafe condition in the near-term.
 - 2) The deterioration of the exterior of the building or surrounding environment to the extent that it adversely affects the character of the historic district, design review district or recognized landmark.
 - 3) The historic or architectural value and significance of the structure or improvement and its relationship to the historic value of the surrounding area;
 - 4) The relationship of the exterior architectural features of such structure or improvement to the remainder of the structure/improvement and to the surrounding area;
 - 5) The general compatibility of the exterior design, arrangement, texture and materials under consideration;

- 6) Design guidelines as created by the Historic Preservation / Design Review Commission; and
 - 7) Any other factor upon which the Historic Preservation / Design Review Commission determines to be relevant to the standards and underlying purpose of this Section, along with the City's historic preservation goals.
- (c) Findings. Within 14 days of the completion of the hearing under (5)(b), the Historic Preservation / Design Review Commission shall issue written findings to the Designated Agent. Such findings shall state whether demolition by neglect is occurring at the subject property and state the reasons therefore.
- (d) Appeal of Findings. An appeal of findings made by the Historic Preservation / Design Review Commission may be taken to the Common Council by the owner of the affected structure or improvement and the Designated Agent. The Common Council shall hold a Class II public hearing regarding any appeal it receives. Documents presented to the Historic Preservation / Design Review Commission during their meeting shall be forwarded to the Common Council for their review. Following the public hearing, the Common Council may, by two-thirds vote, reverse or modify the findings made by the Historic Preservation / Design Review Commission, with or without conditions, or may refer the matter back to the Commission with instructions.

(6) Enforcement.

- (a) Order to Abate. If the Historic Preservation / Design Review Commission finds that demolition by neglect is occurring, the Building Inspection Superintendent and Designated Agent shall issue an order incorporating such findings and requiring the property owner to remedy or abate the condition described in the order within a reasonable time period specified within such order.
- (b) Abatement by the City. If the property owner fails or refuses to comply within the time period described, the Building Superintendent reserves the right to issue citations to the property owner to remove or abate the issue. If the structure or improvement possesses immediate concerns regarding the health, safety or general welfare of affected parties as determined by the Building Superintendent, the Building Superintendent may enter upon the premises and cause said structure or improvement to be removed or abated and the City shall recover the expenses incurred thereby from the property owner.
- (c) Acquisition by the City. If the Historic Preservation / Design Review Commission finds under Sec. 5.07(5) that a structure or improvement is

undergoing demolition by neglect, the Common Council may authorize the City to acquire the property consistent with State Statutes.

(d) Building Permit Required. Before work commences to comply with an order issued under (6)(a), an application for a building permit shall be submitted and no work shall begin before the issuance of a building permit. Said work shall receive the approval of the Designated Agent prior to permit issuance.

1) Corrective measures that are considered a 'major work' per Historic Preservation / Design Review Commission Design Guidelines shall receive the approval of the Commission as part of a design review.

SECTION II: That this ordinance shall take effect upon passage and publication.

Approved: _____
Mike Wiza, Mayor

Attest: _____
Kari Yenter, City Clerk

Dated: January 19, 2023
Adopted: February 20, 2023

Drafted By: Adam Kuhn
Return To: City Clerk



MEMORANDUM

To: Historic Preservation / Design Review Commission

From: Adam Kuhn, AICP
Associate Planner / Zoning Administrator

Date: January 19, 2023

RE: Discussion on a Historic Plaque Program

During the Historic Preservation / Design Review Commission's November 15, 2022 meeting, the Commission expressed interest in pursuing a historic plaque program. A historic plaque program is intended to provide inexpensive and tactful means to bring awareness of the historic and architectural significance of a site through the use of recognition plaques. Recognition plaques are unique in that it identifies historic districts and structures without a narrative.

Developing the framework for a historic plaque program would first require the Commission to adopt a uniform recognition plaque that would be most appropriate on historic buildings in the city. To facilitate discussion on what this uniform plaque should look like, I have compiled a list of items to consider. Please note that we do not need to solve this all within one meeting – I fully expect these discussions to occur over multiple meetings.

- What properties are eligible for the program?
- Shape of the plaque: pentagon, circular, oval, etc.
- Material: bronze or aluminum.
- Background color of the plaque.
- Size of the plaque.
- Message conveyed on the plaque: Commission's name, name of the historic building, famous person tied to the property, famous architect of the building, description of the building/site, etc.
- Text font and size.

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- Preferred location of the plaque on the building.

Once the Commission agrees upon a universal sign design, the proposed design will be sent out to sign vendors to determine the cost of manufacturing the plaque. As we spend the next few months discussing your proposed plaque design, I encourage you to have plaque costs in mind to ensure that this program is not too expensive to participate in.

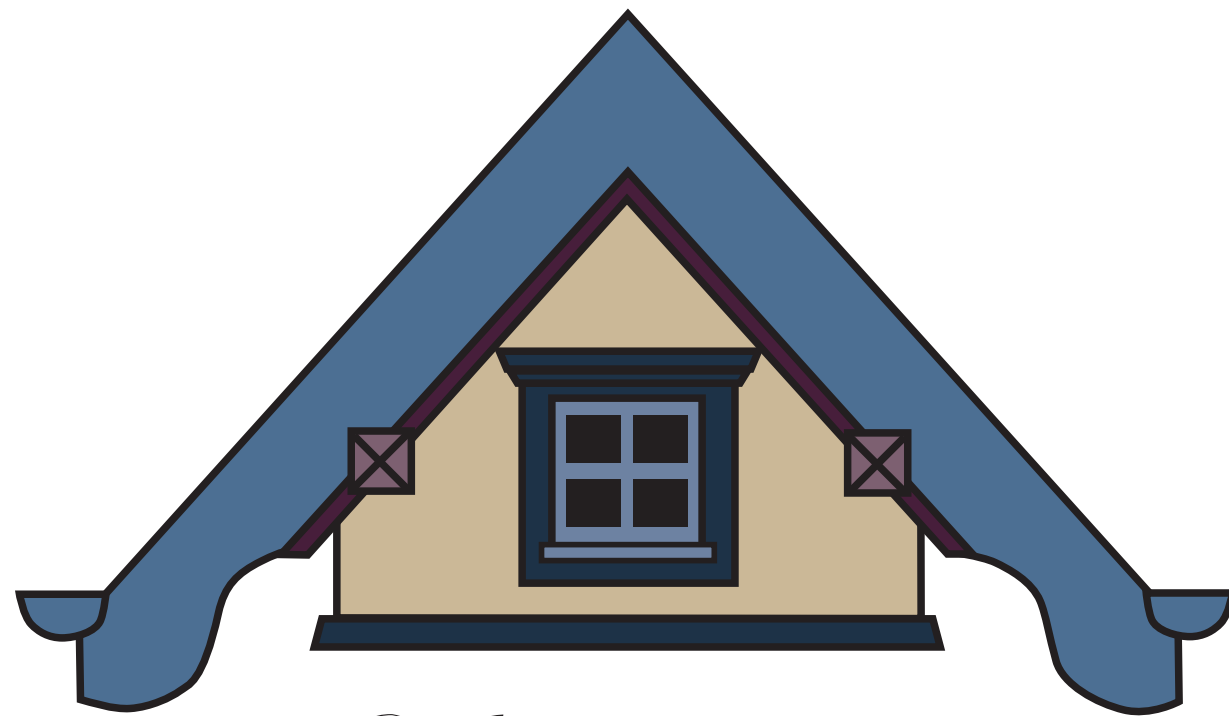
For assistance, I have included designs, courtesy of the City of Milwaukee, encapsulating the aforementioned discussion points. If you have any questions, please do not hesitate to contact me.

RECAPITULATION

- *Designated as “Historic Property,” without number*
- *Leave space for “Locally Designated” text*
- *No electronic elements*
- *Use HPC logo – cast, not etched*
- *Want to stand apart from other designating bodies*
 - Round shapes (or at least not rectangular)
 - Try colored backgrounds (as London does)
 - Sans serif text options



LOGO USE



MILWAUKEE
HISTORIC
PRESERVATION
COMMISSION

living with history

3/8"

Minimum text size for cast plaques is approx. 3/8 in. Using the HPC logo in its current form will demand that it be sized no smaller than 6¼" wide x 7¾" high to meet those minimum text sizes.



The triangular roof of the HPC logo makes for an inefficient use of space in a round design, but can work for a diamond or pentagonal shape.

PENTAGONAL

If using the whole HPC logo, it is highly recommended that the font family be maintained throughout. In this case, various sizes, weights and italicized instances of Garamond are seen. It is classic and engaging, without being too busy or gaudy.

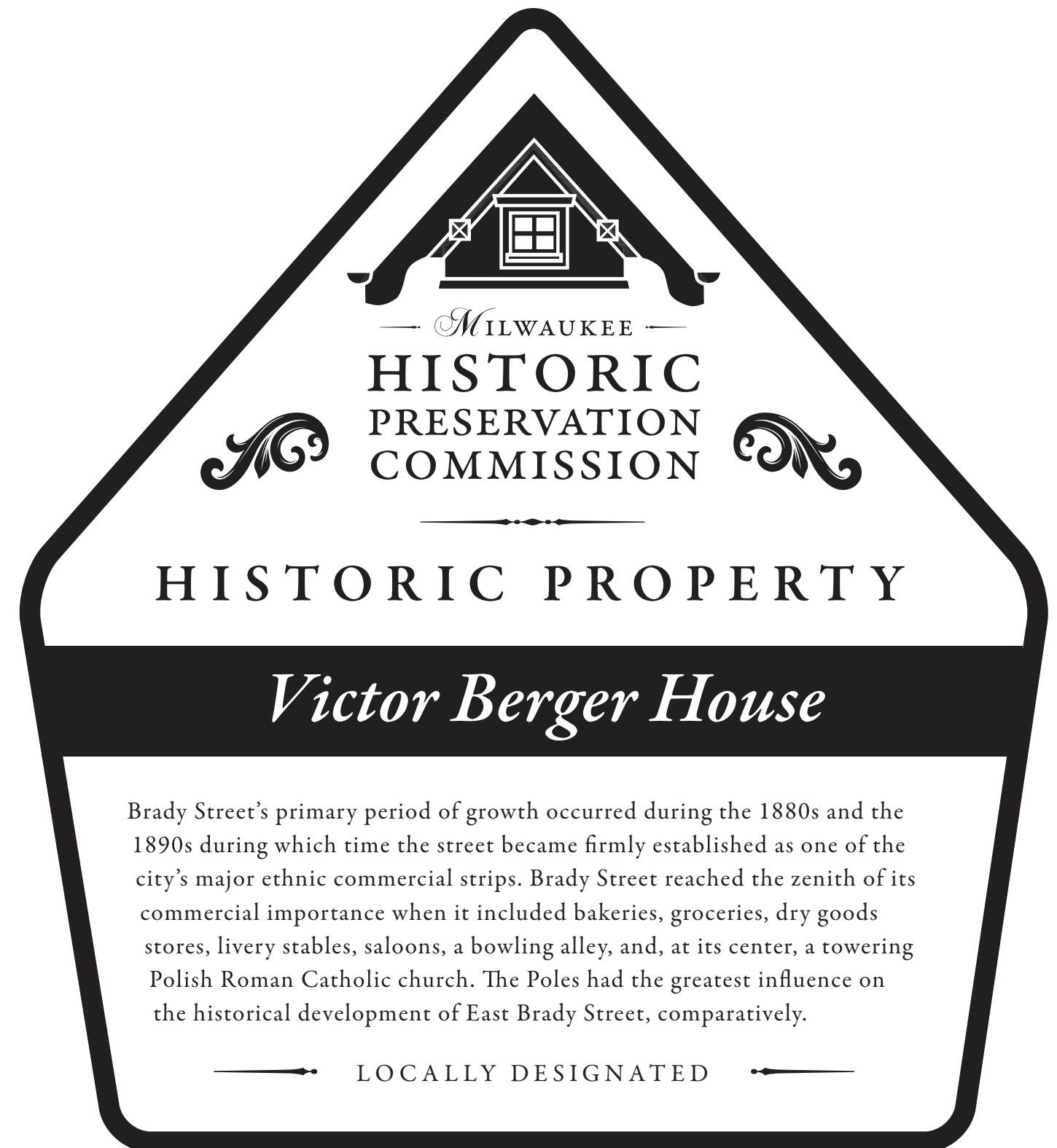
Considered a “medium” amount of text: 95 word limit and results in a final plaque of 17 $\frac{2}{3}$ ” w x 19 $\frac{3}{4}$ ” h. The addition of “Locally Designated” subtracts about 15 words of space from estimated amount.



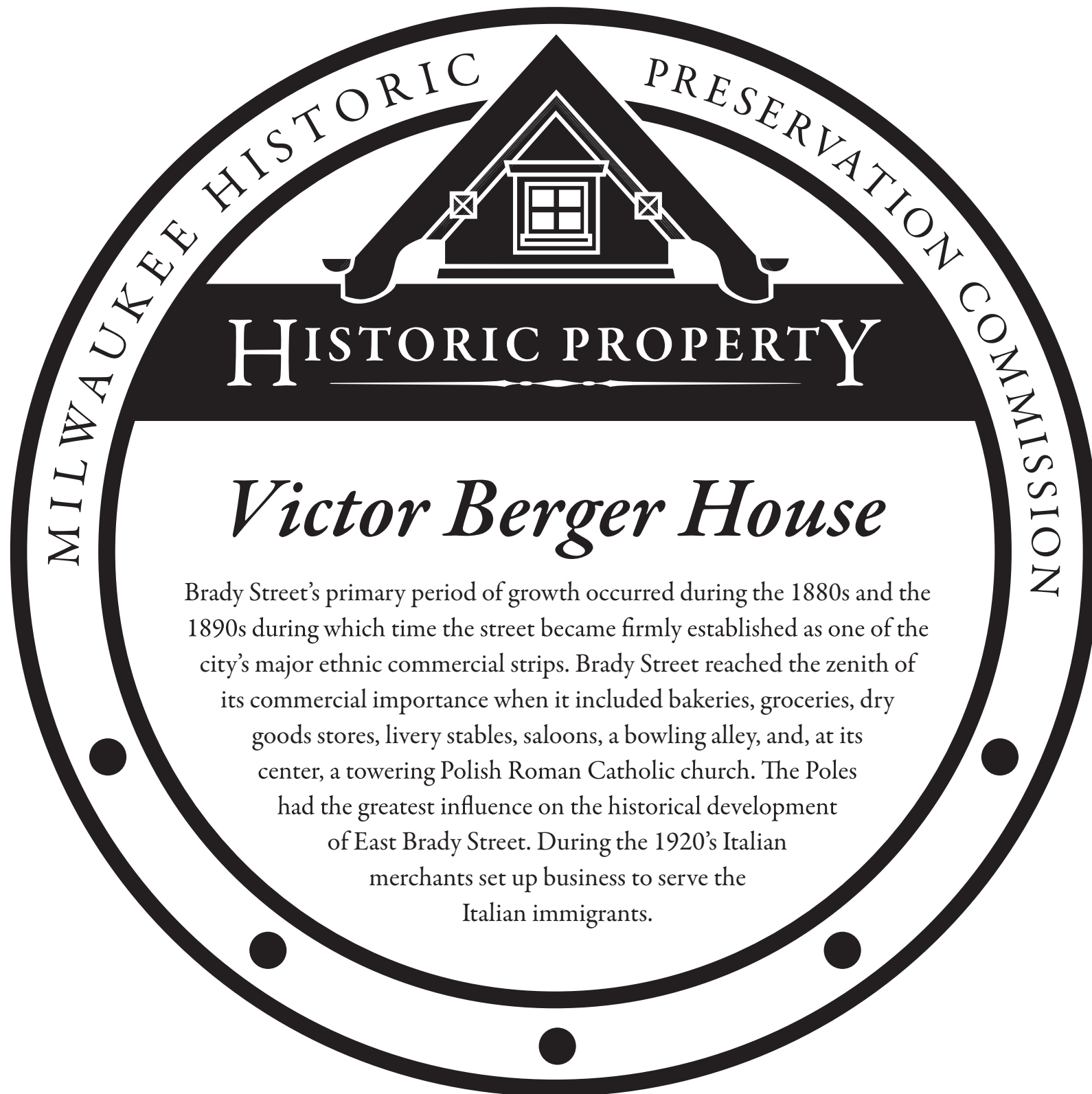
50 word count



150 word count



ROUND



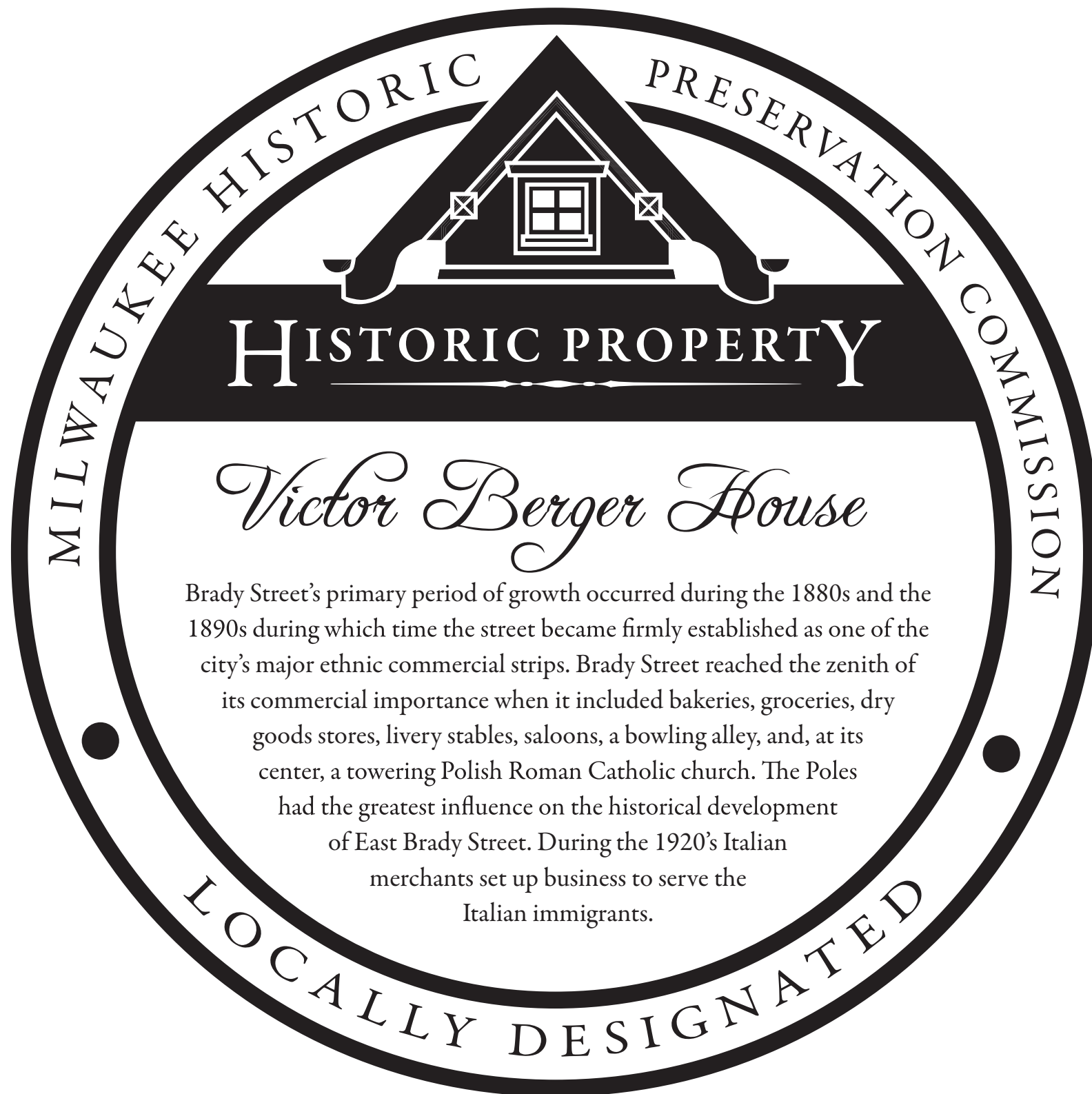
The round shape does not easily accommodate the proper HPC logo, but its elements can be broken up to suit the space.

This example sticks with the Garamond font family that is already found in the logo.

The black dots along the edge can be decorative rosettes (multiple kinds available, depending on vendor) or can be replaced with the “Locally Designated” text as needed, without losing any of the word count.

Seen here, a “medium” amount of text - 90 words, requiring a 17” x 17” total size.

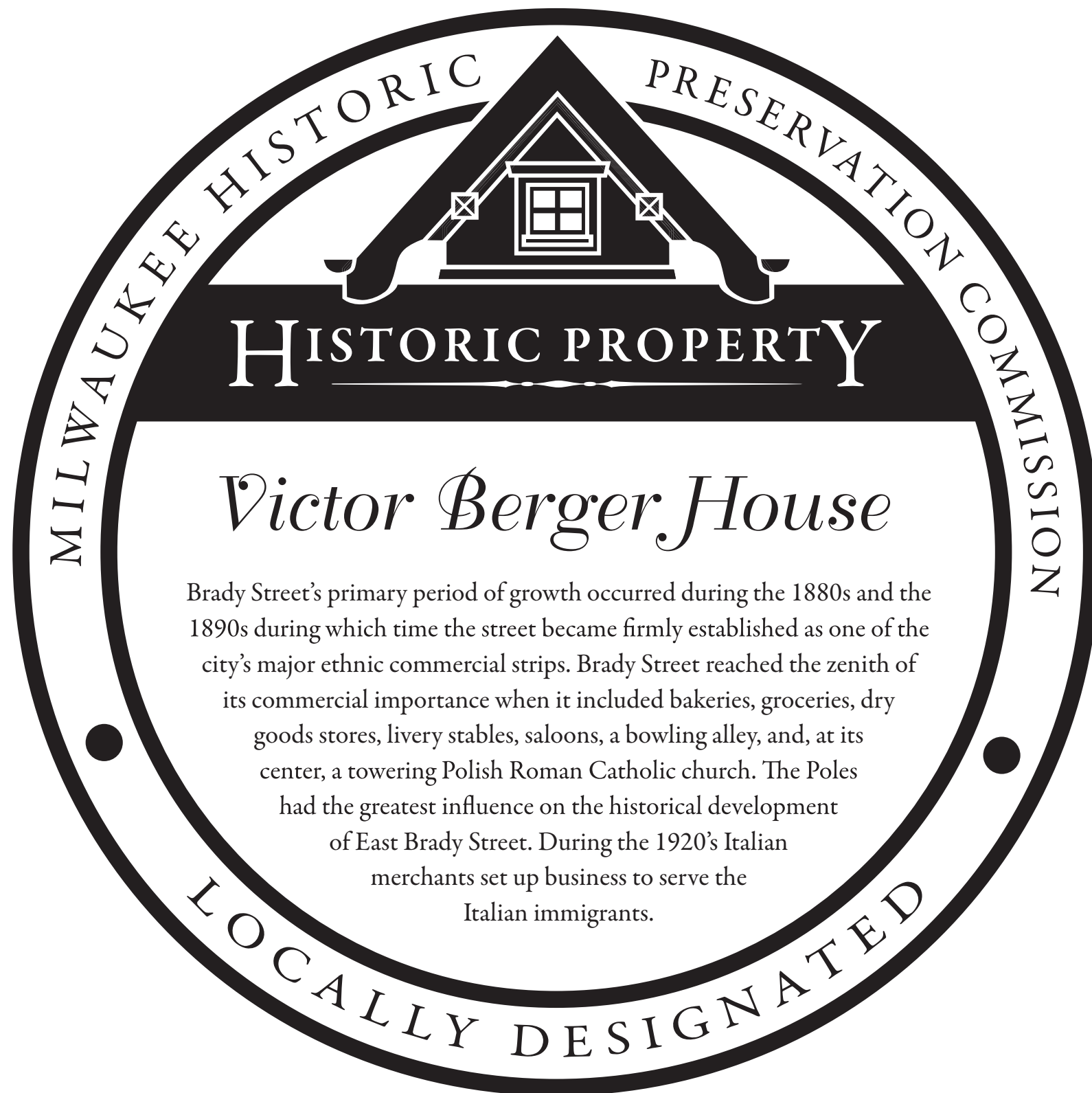
ROUND



Round shape seen again, with different font for the individual property. This font will only accomodate a single-line name. It will take up too much space and sacrifice legibility if the property name is 2+ lines long.

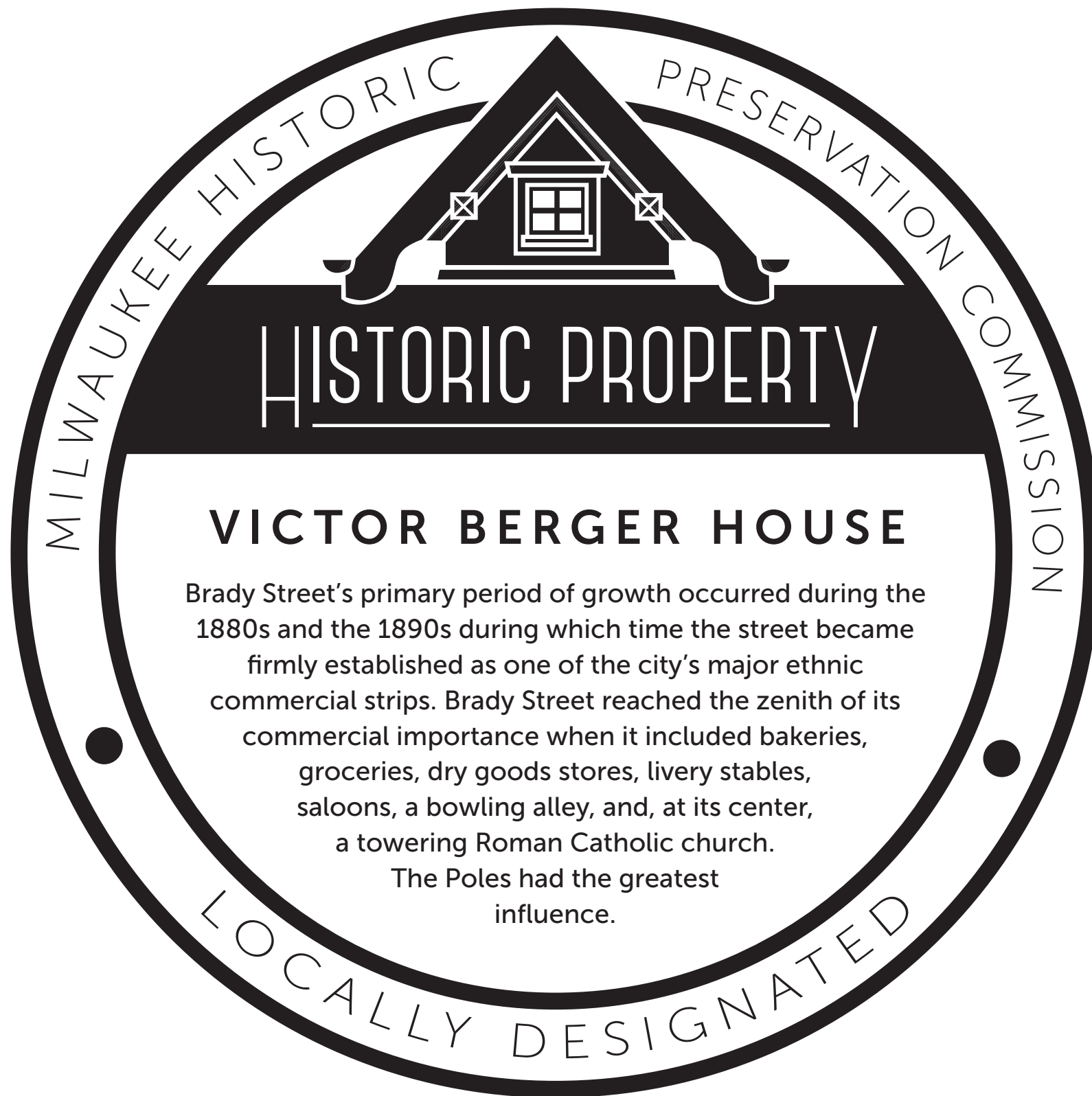
The “locally designated” text is also shown here.

ROUND



Yet another serif font option in the round style.

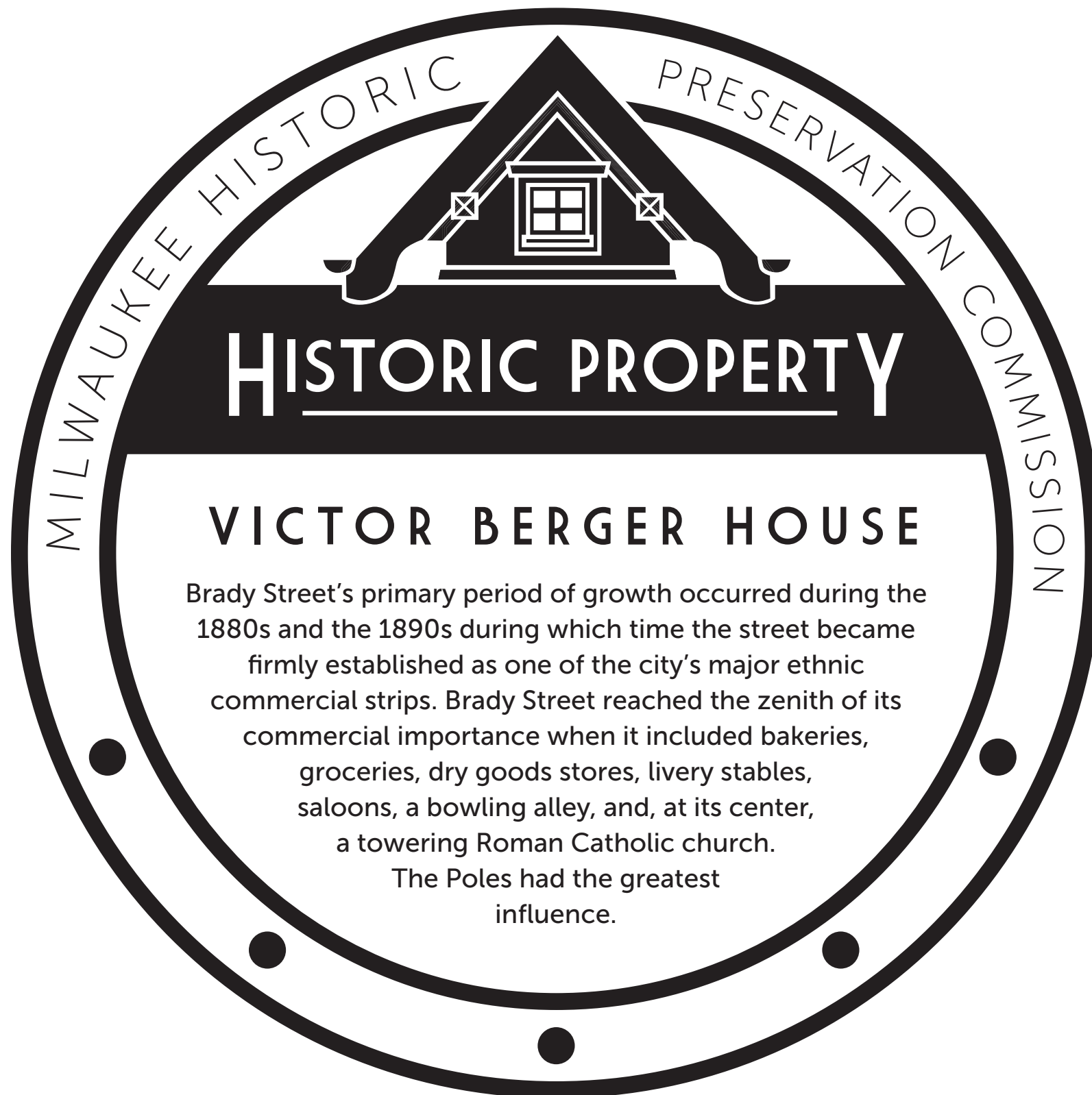
The “locally designated” text is also shown here.



Sans serif option with simple, clean Museo font family in all spots except for the “Historic Property” text, which uses a fancier font for a bit more visual interest.

The smaller property name allows for bigger, wider lettering in the body paragraph, which maximizes legibility without losing any of the word count.

Of course, the logo's original feel is lost by removing the Garamond font family, and the plaque takes on an entirely new feel with vintage sans serif fonts and house image.



One more sans serif option, with an art deco style font in place of both the “historic property” text and the property name. Museo remains in the body paragraph and arching MHPC text.

SIZES

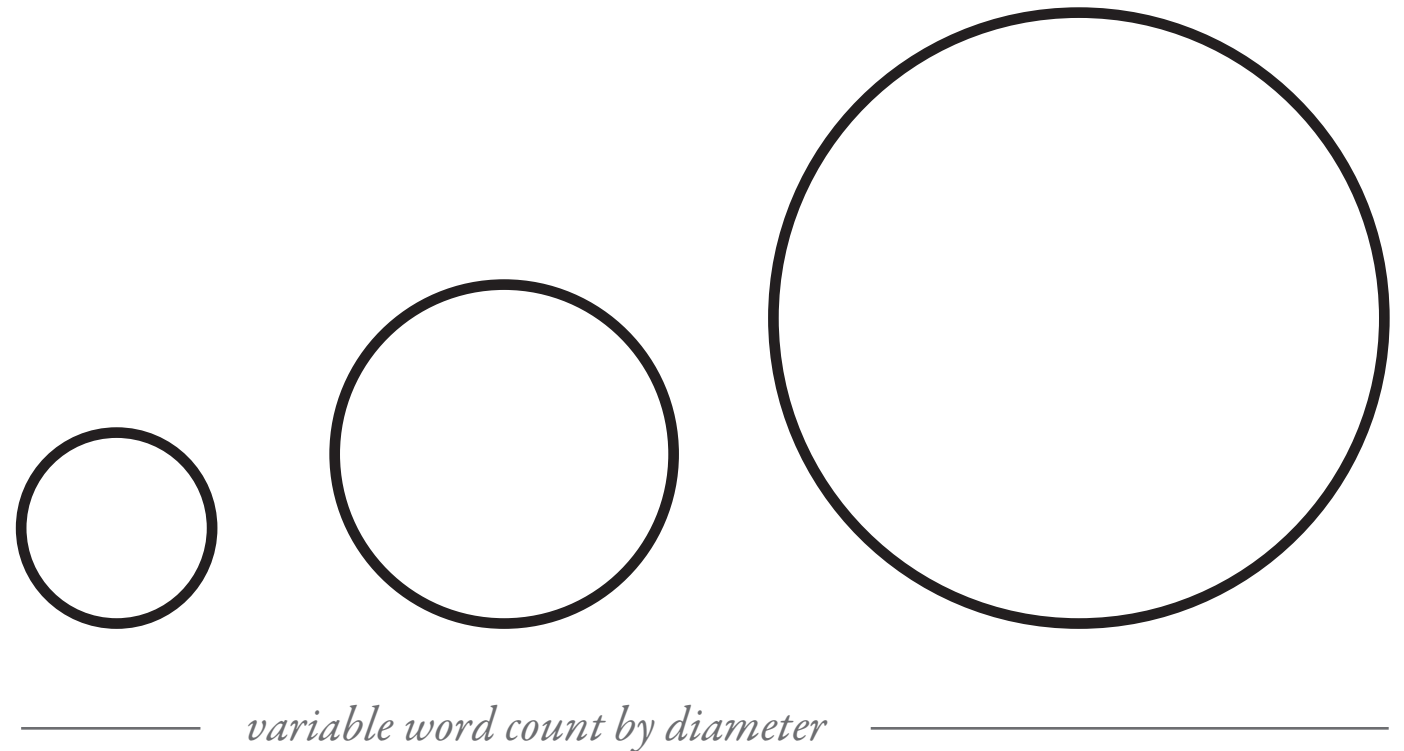
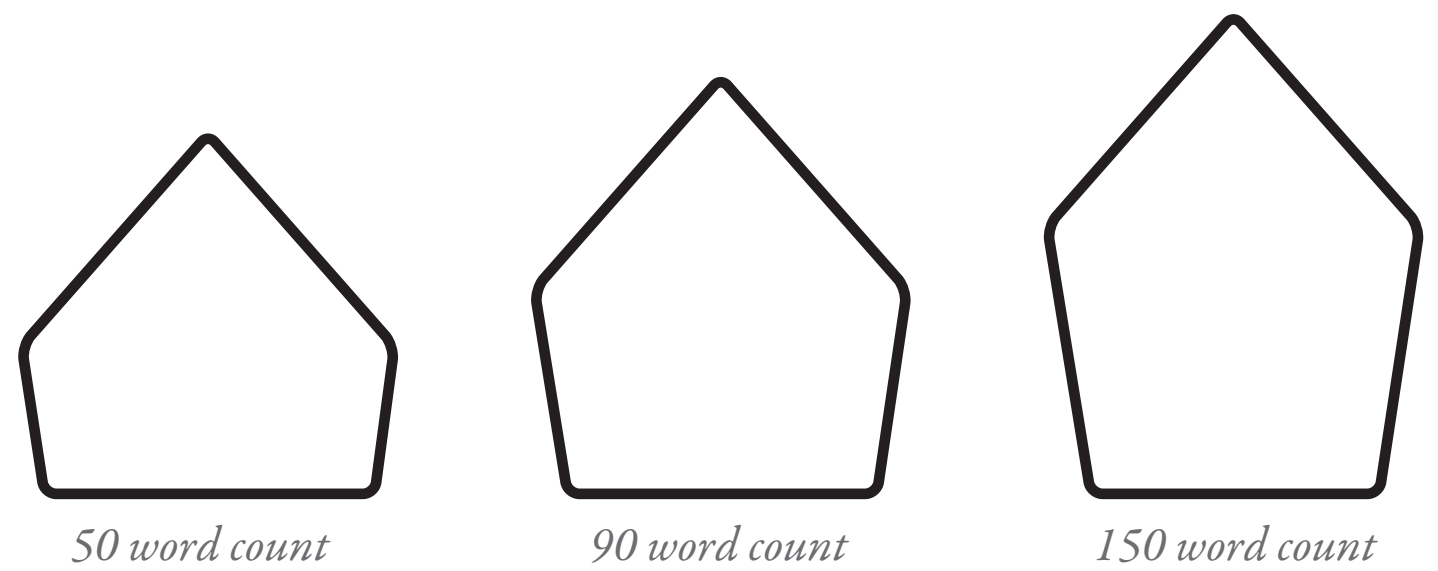
Text size is the limiting factor for both designs.

Pentagonal:

By including the logo in its entirety, the minimum width for the pentagonal shape will be the previously mentioned 17⅔” and the vertical dimensions will be scalable to the content.

Round:

If a perfect circle is always desired, the minimum diameter is 7½” and will only accommodate 10-20 words in the body paragraph. There is no maximum diameter, except by manufacturer’s restraints.



WEATHERING

Bronze

The appeal of bronze is often its developing patina over time, from polished gold tones to varying browns, and eventually textured greens and teal tones.

These examples from the Pabst Theatre show varying stages of weathering. Assuming that the years referenced in the text correspond directly to the date they were cast and installed, we can assume a similar appearance for the HPC plaques after 23 and 47 years, respectively.

Note that the Park Service plaque (top) appears to use black, or very dark brown paint, which has chipped to reveal more weathering underneath. The paint will not stop the process, but there are clear coatings that can be applied annually to mitigate the weathering process if desired.



Aluminum

Aluminum is prone to oxidation that doesn't change its color so much as its texture and sheen. It starts out as a shiny, smooth, polished metallic surface and becomes dull, light gray, and slightly scaly, as seen in the top photo.



The bottom photo shows a much more advanced state of weathering, where the scaly texture is much more pronounced, and removal will take off some of the aluminum itself, which may impact small, delicate lettering on a plaque.



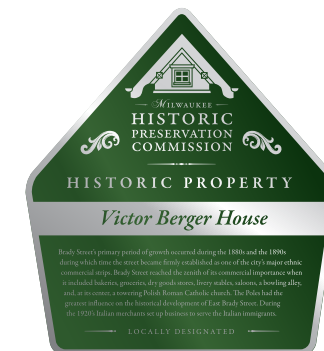
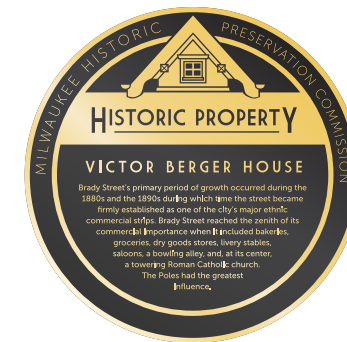
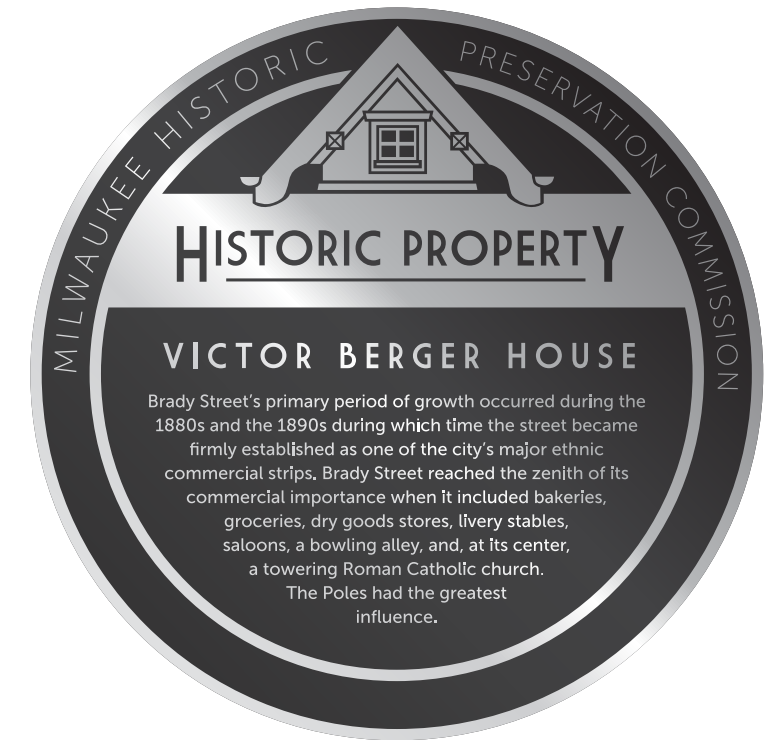
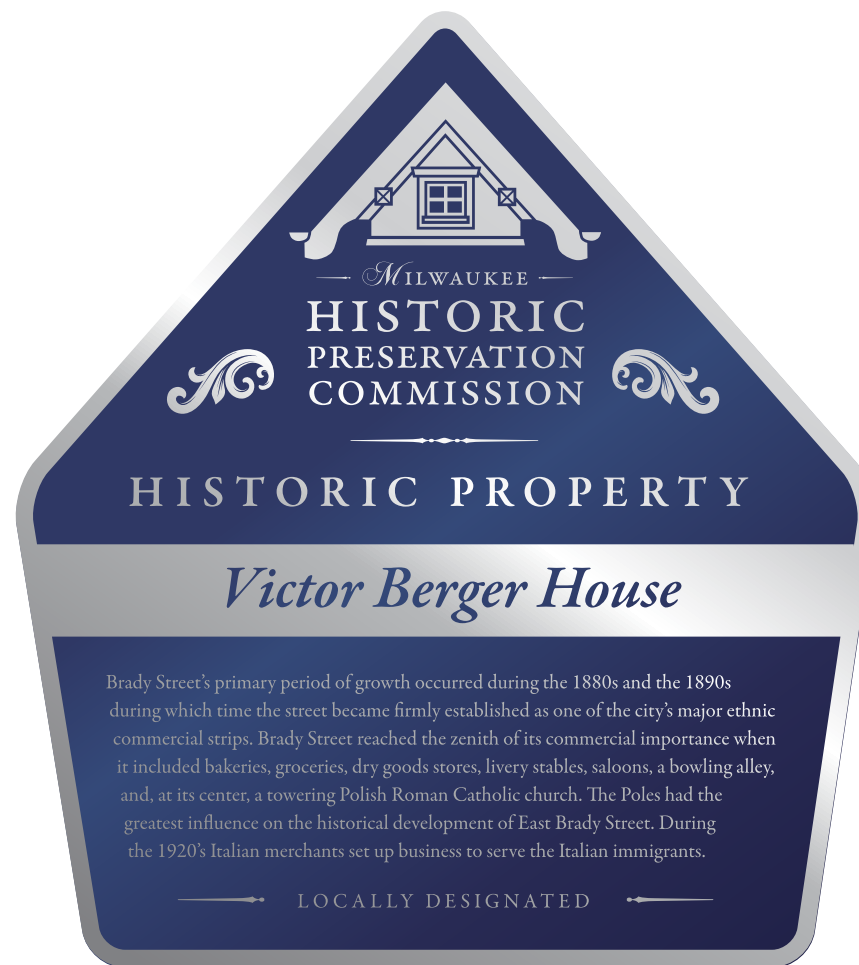
An advantage of aluminum is that colors will “pop” much more against it, and its weathered color will not change that very much. Again, there are clear coatings to help mitigate the weathering process if desired.

COLORS

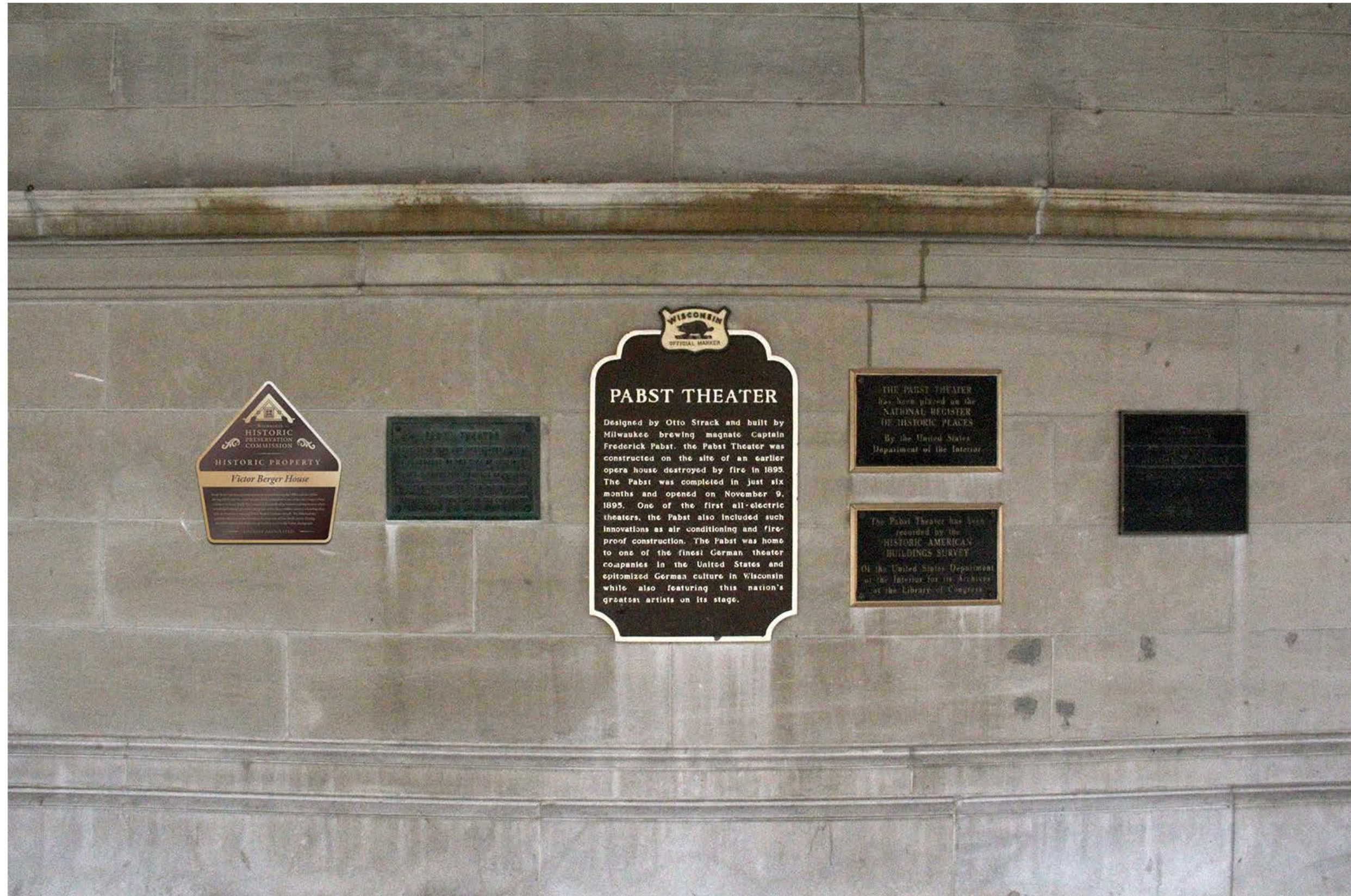
As seen with the round, blue plaques from London, colors can be added via enamel paint as requested. Exact color options depend on the vendor chosen.

Bronze will be best suited to dark brown or black paint, since it will eventually develop a green patina of its own. No paint is also an option, relying entirely on the shiny finish of the raised lettering and border to “pop” against the raw bronze relief.

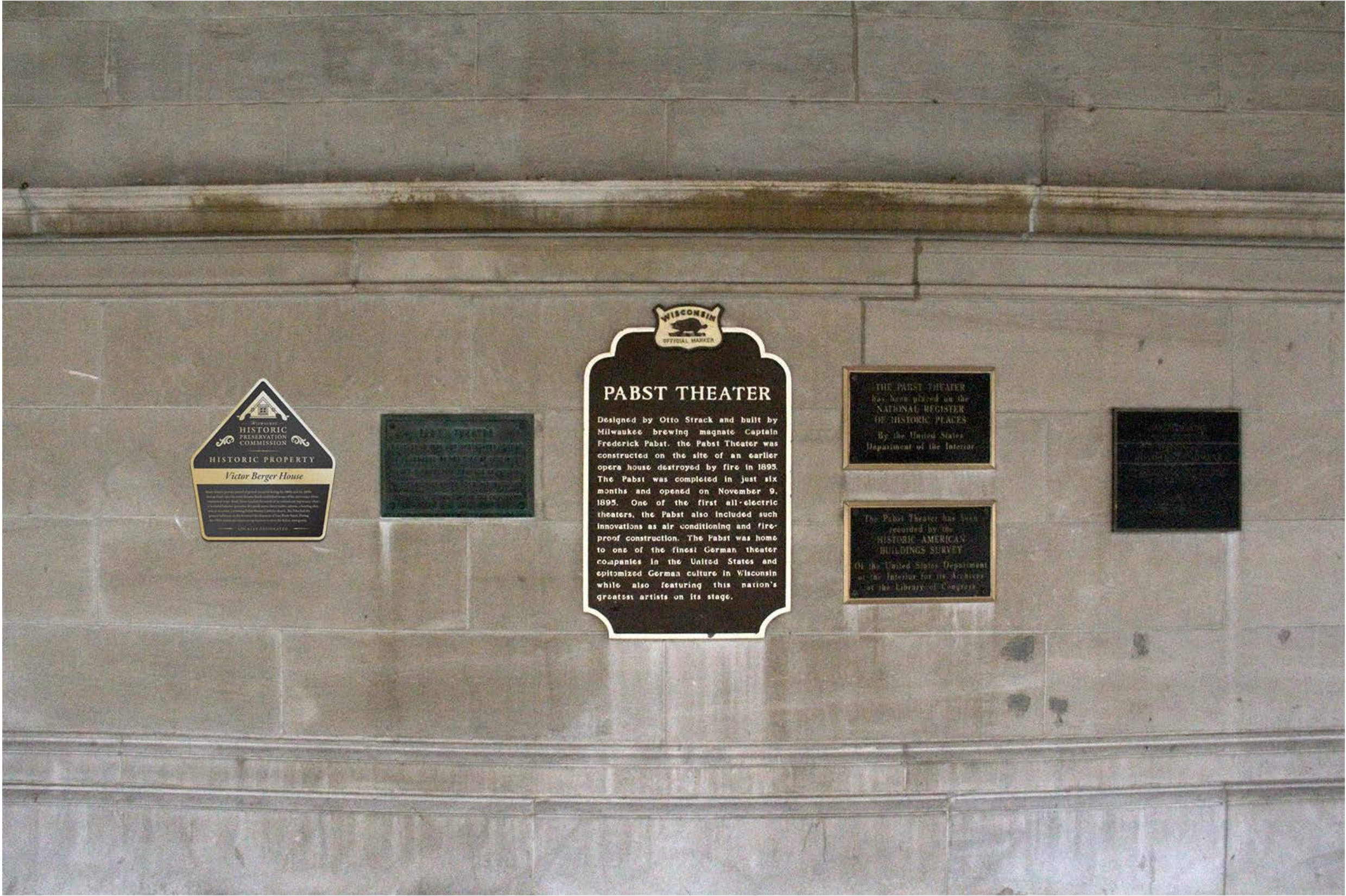
Aluminum can accommodate a much wider variety of colors, but will not be successful without paint.



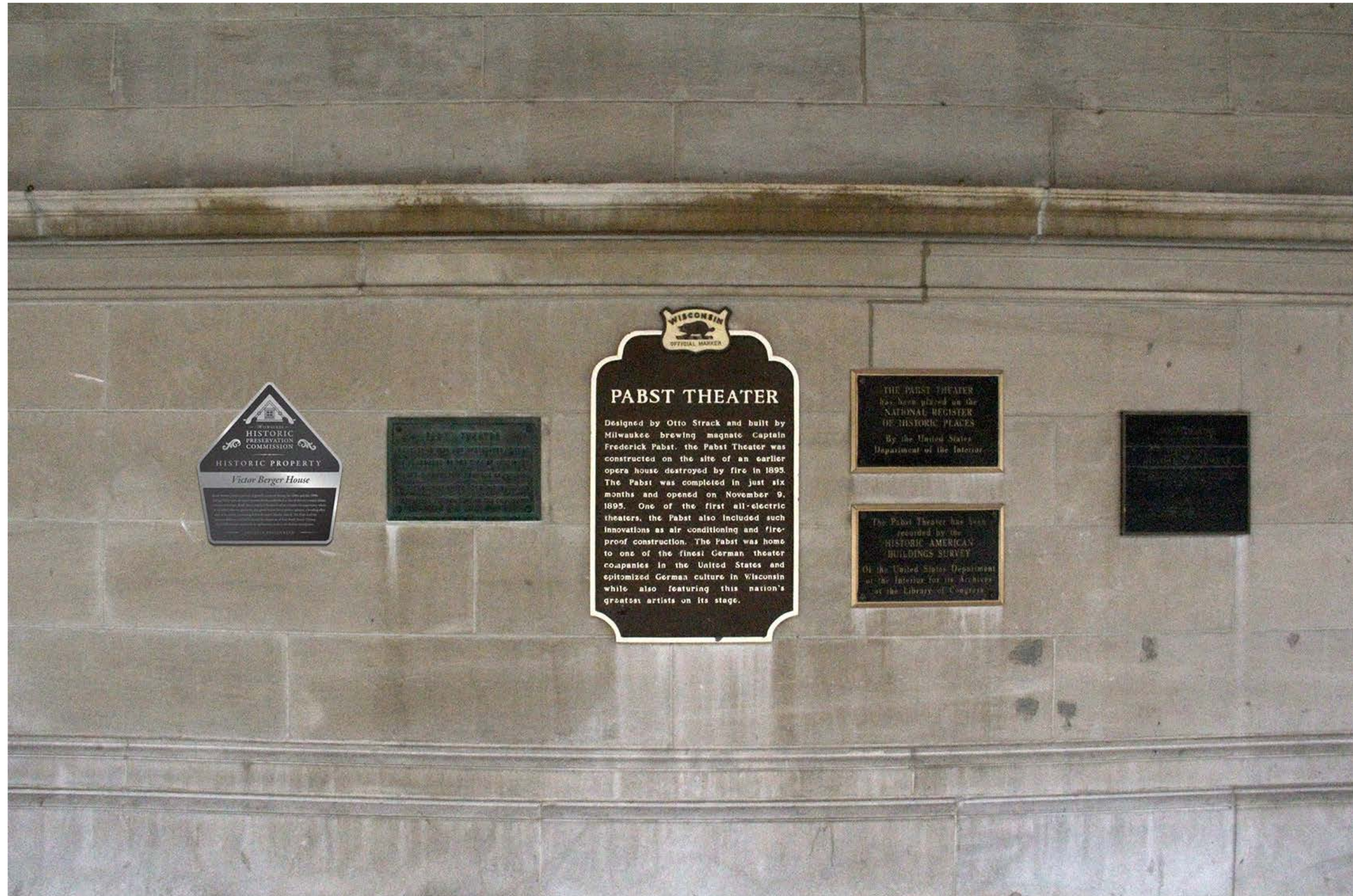
COLORS



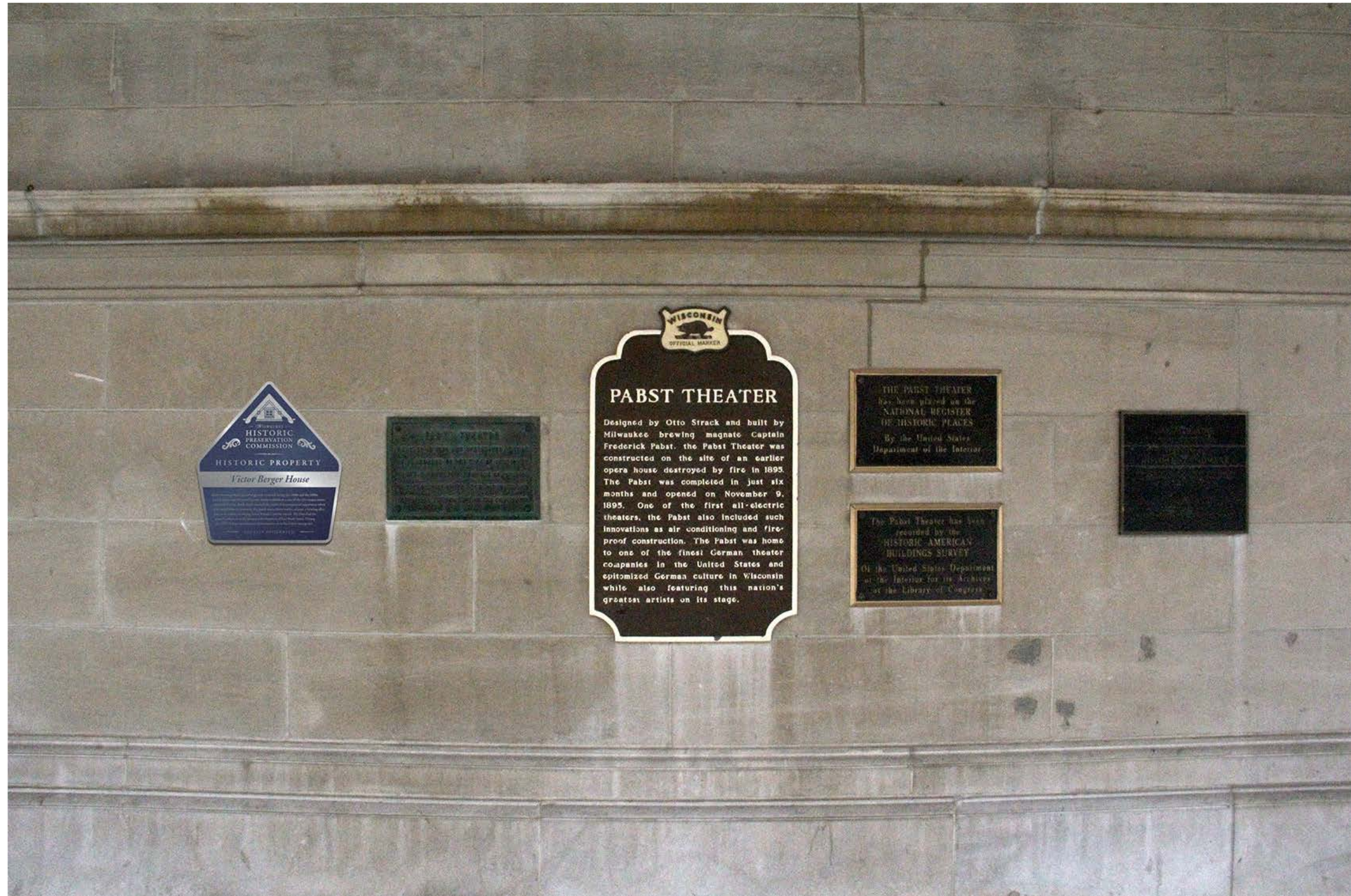
COLORS



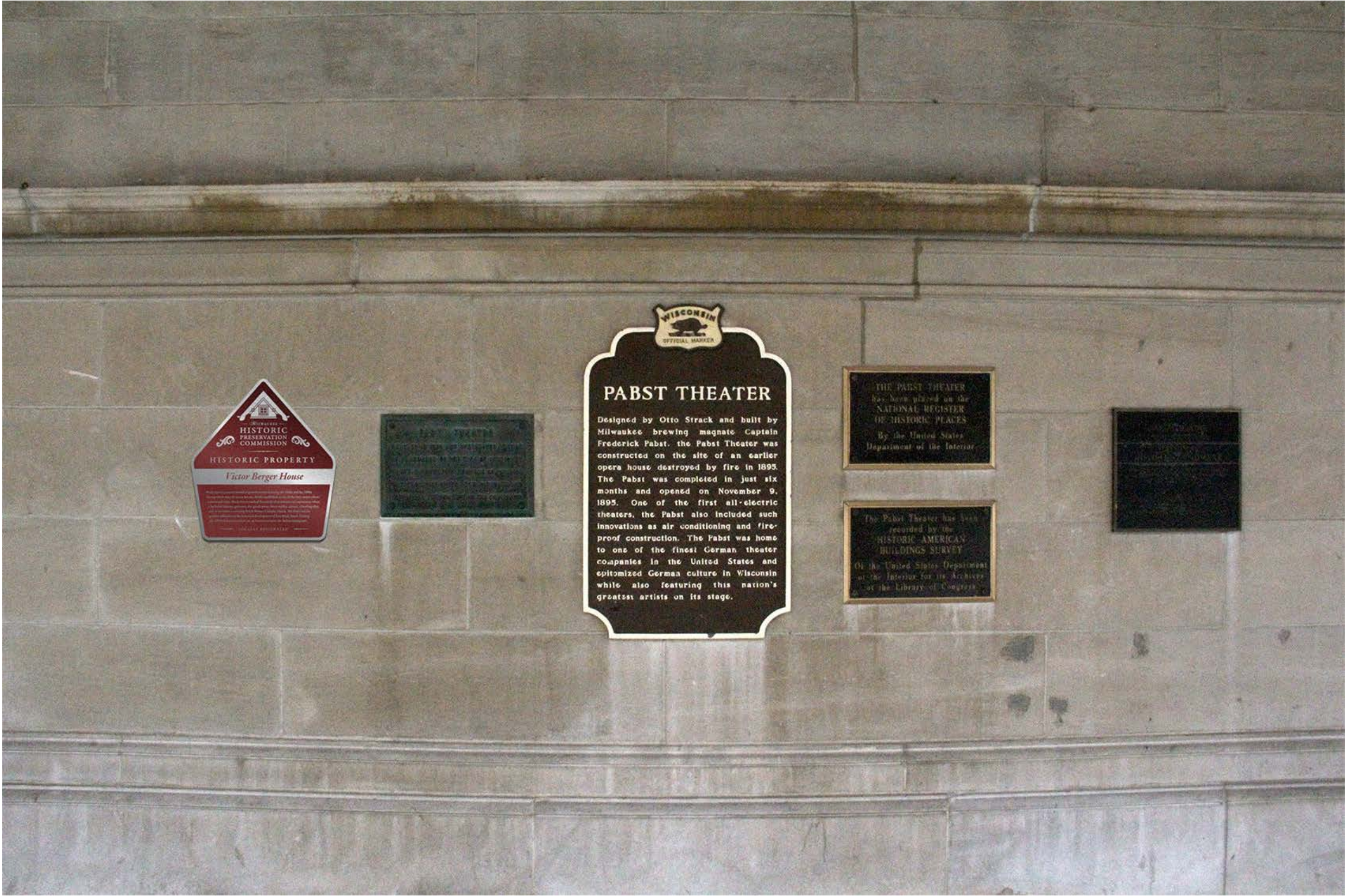
COLORS



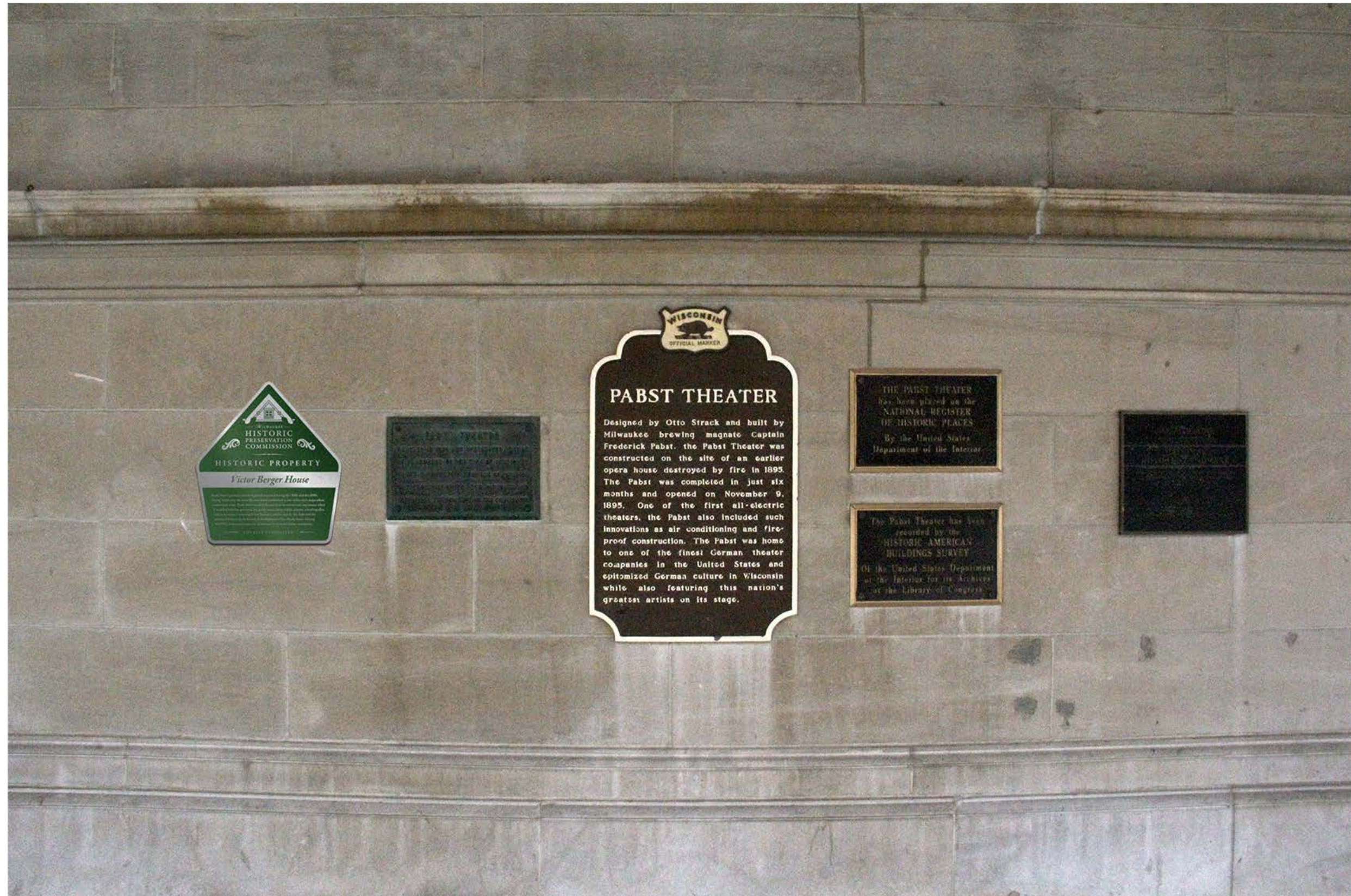
COLORS



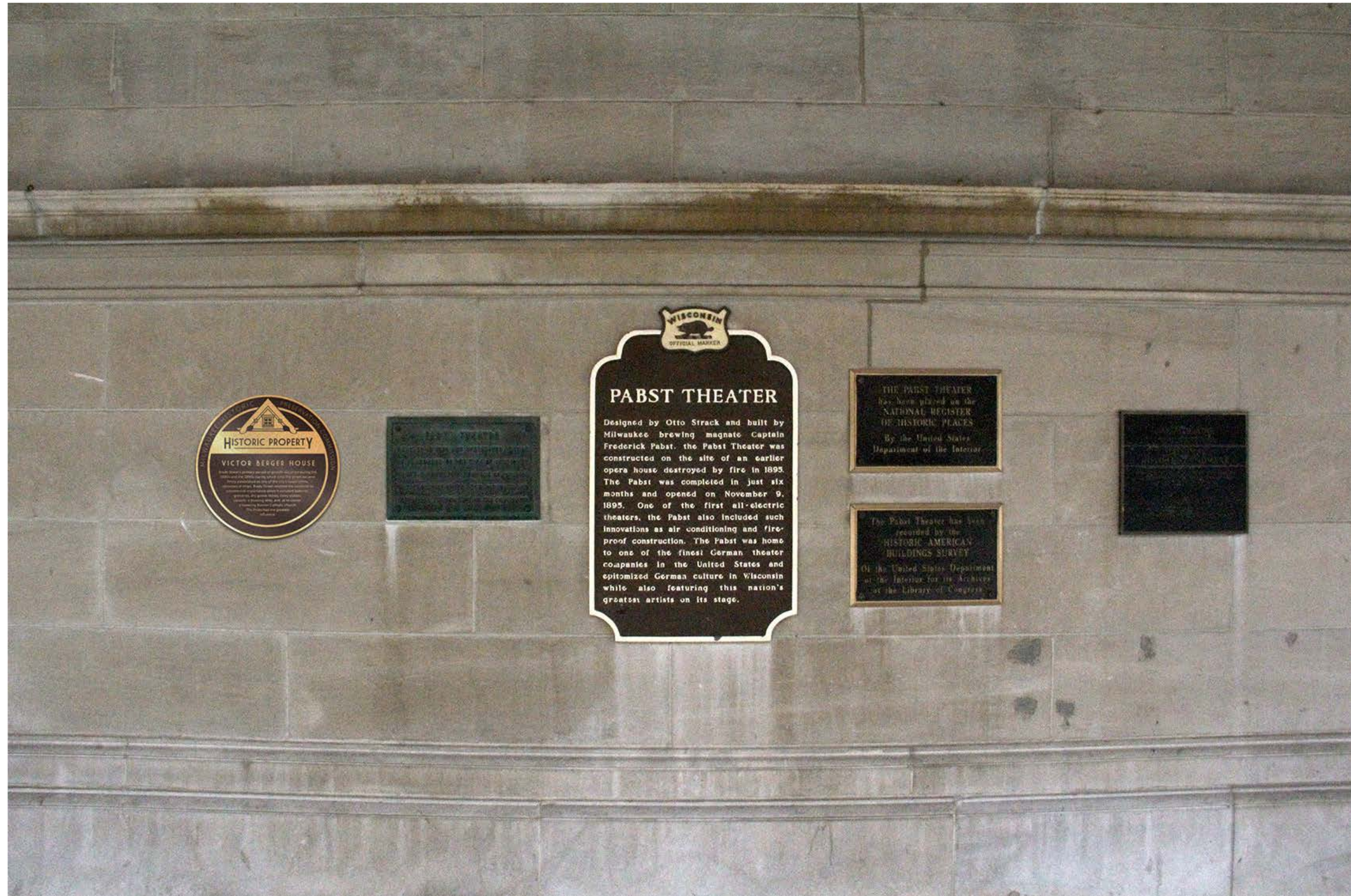
COLORS



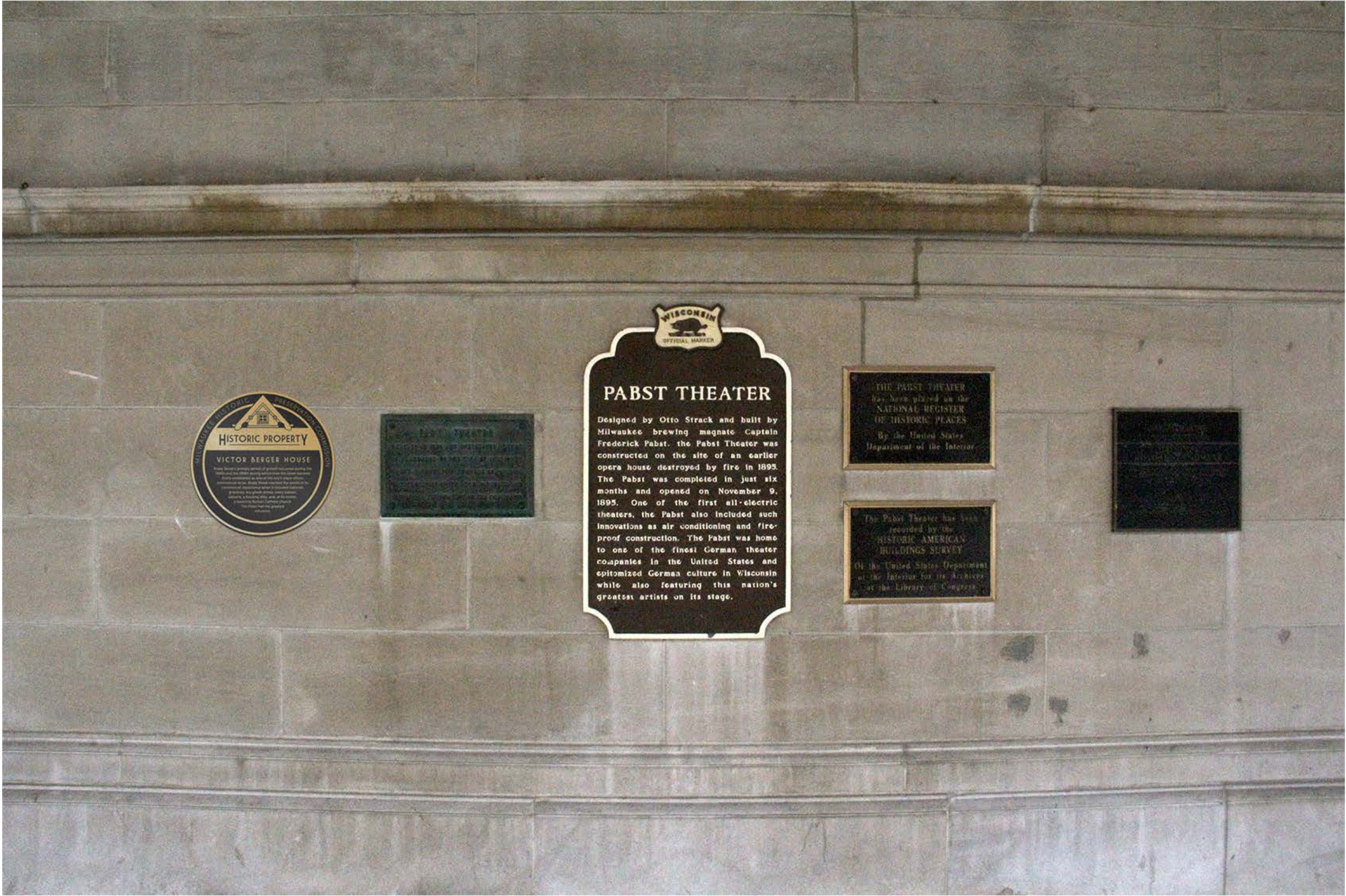
COLORS



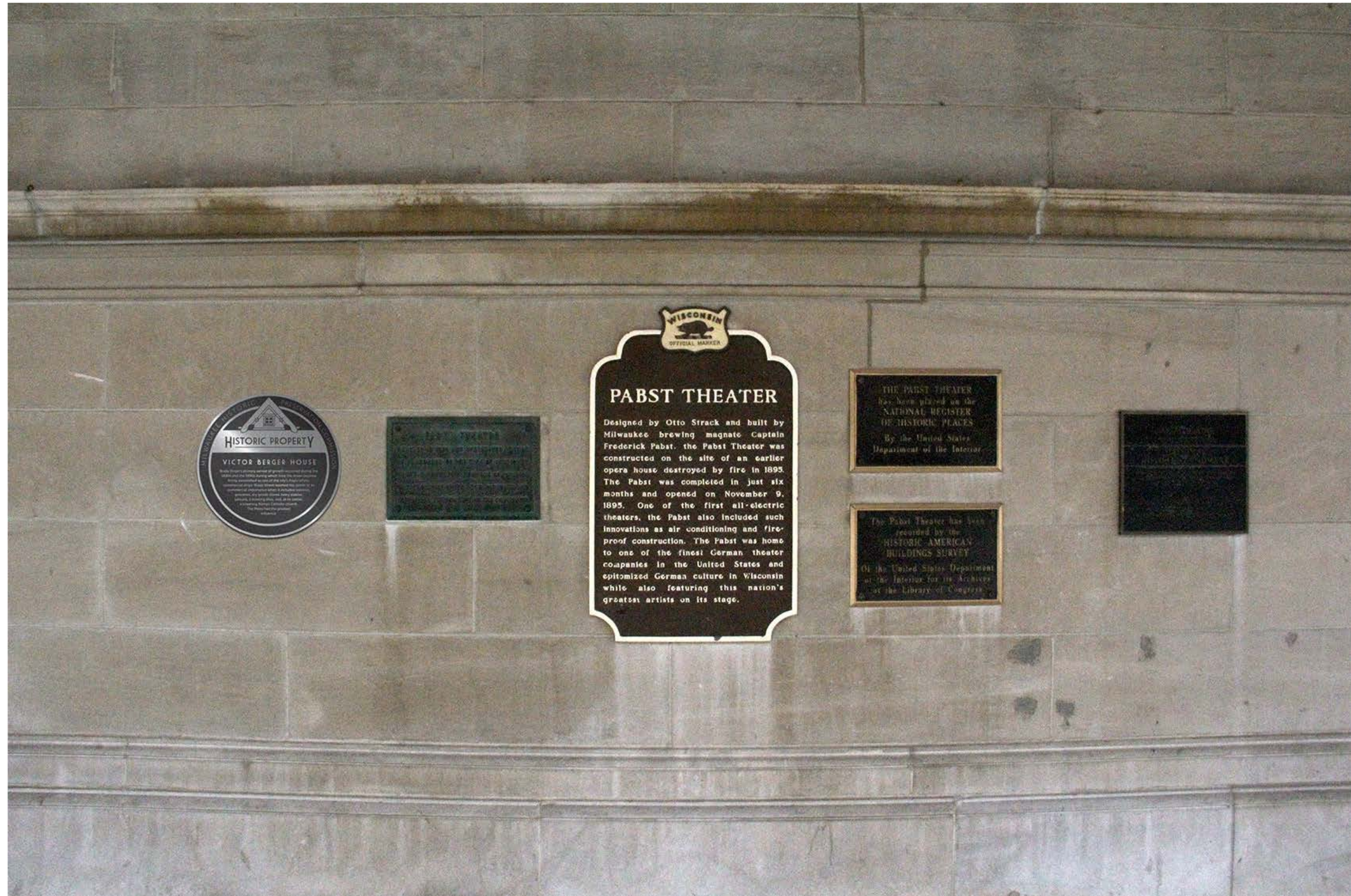
COLORS



COLORS



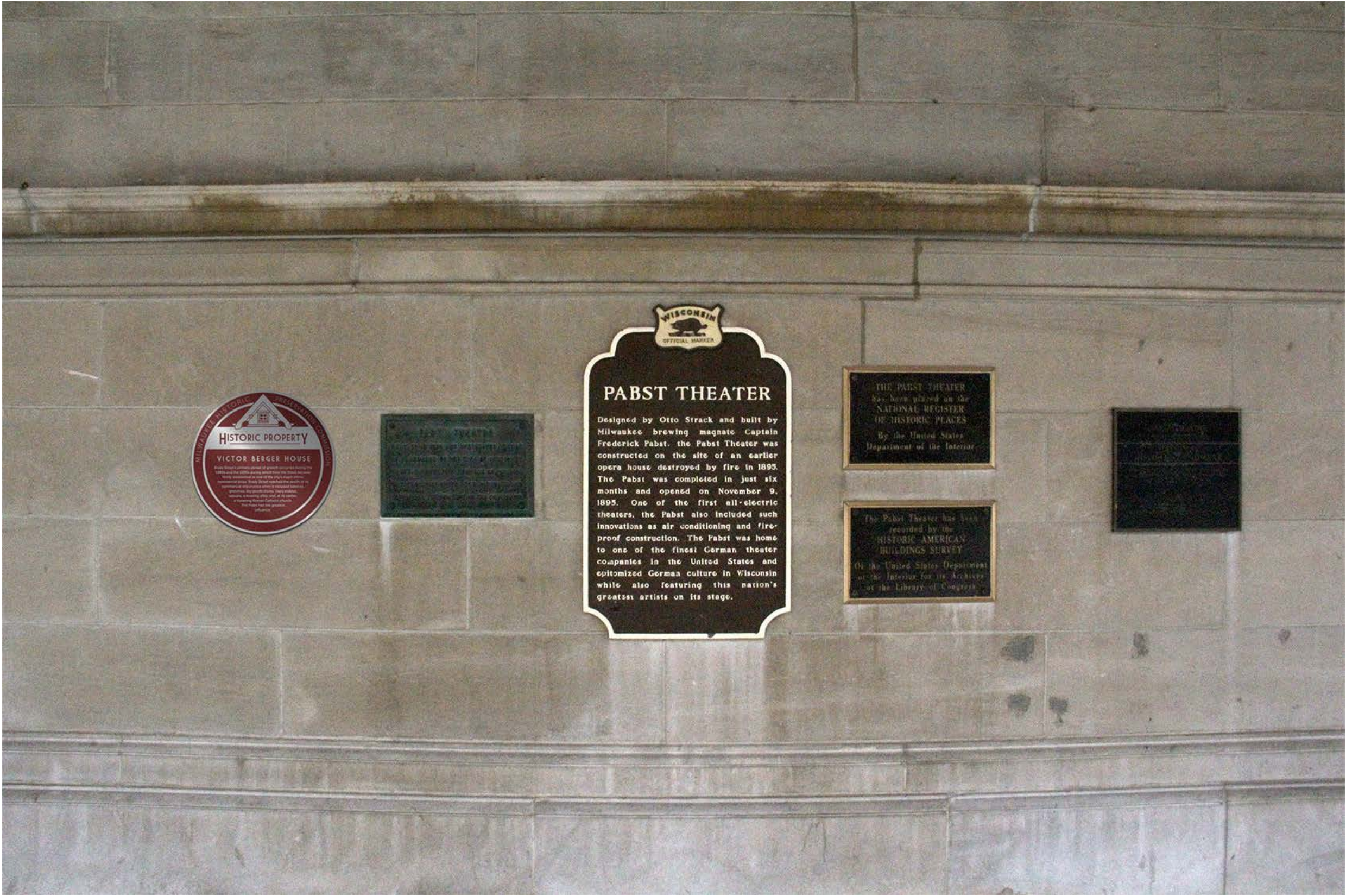
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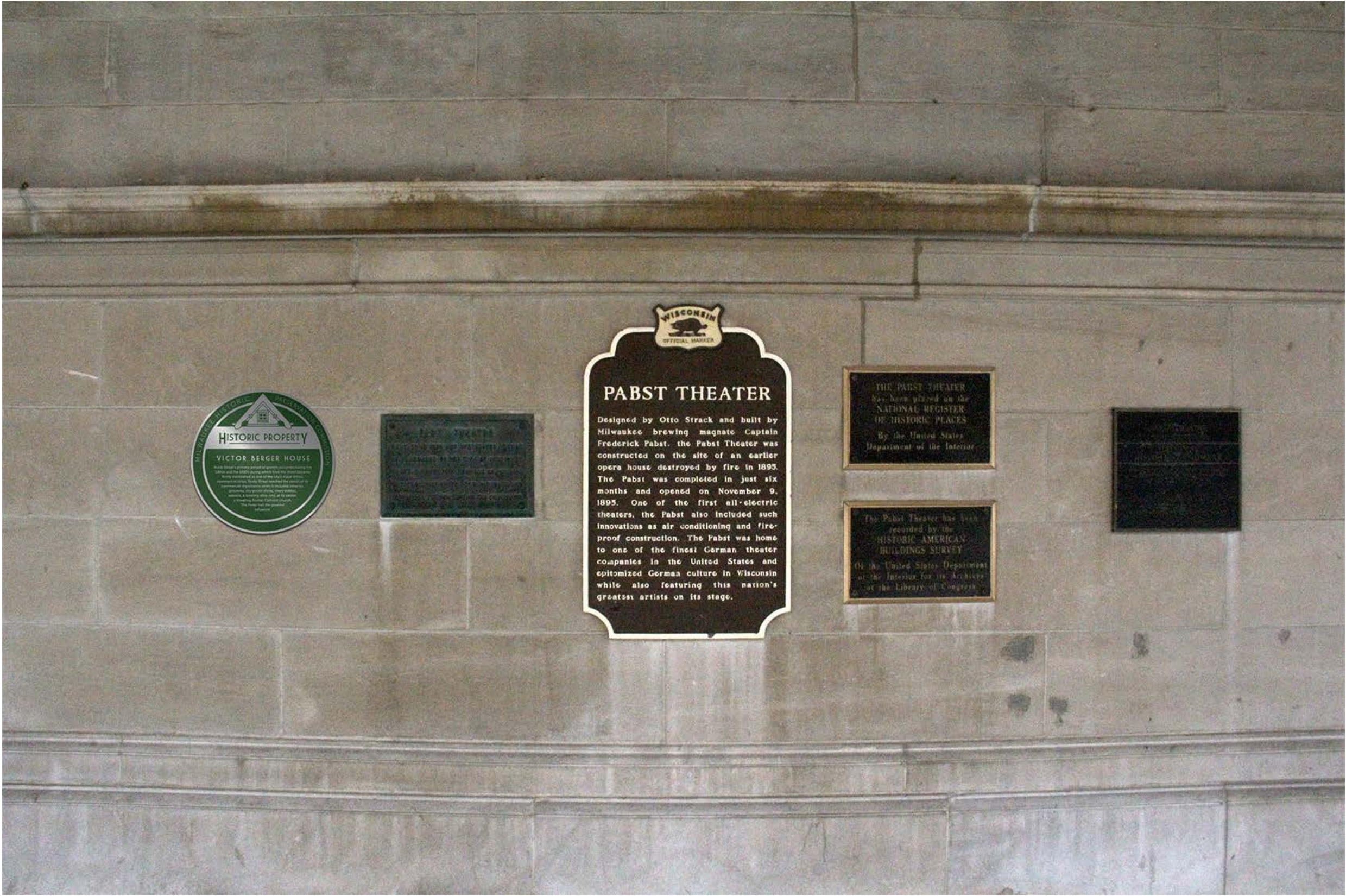
COLORS



COLORS



COLORS



S U M M A R Y

Shape

- Pentagon can accommodate full logo – most “brand equity”
- When using the full logo, only serif text options make sense
- Round plaque must break up logo elements
- Lack of logo’s exact lettering allows for use of sans serif fonts

Size

- Round plaque style can scale down to 7½” diameter
- Pentagon is stuck at 17⅔” wide, barring logo changes

Metal

- Bronze lasts a very, very long time, and has desirable patina
- Aluminum is cheaper, more compatible with colors, still lasts a long time

Text

- Serif vs. Sans
- Which one?

Colors

- Bronze can have brown, black, or none to look its best
- Aluminum can have any color, “pops” more than bronze
- Which one?



MEMORANDUM

To: Historic Preservation / Design Review Commission

From: Adam Kuhn, AICP
Associate Planner / Zoning Administrator

Date: January 19, 2023

RE: **Update - Evaluation of the Commission's Design Guidelines**

Background: During their November 15, 2022 meeting, the Historic Preservation / Design Review Commission took their first step in evaluating the Commission's Design Guidelines (the design regulations governing historic preservation in the city). As part of this evaluation process, the Commission is pursuing the following by answering five core questions.

1. **Where are we now?** This question seeks to provide descriptive information on present conditions, along with acknowledging community values as part of historic preservation planning.
2. **Where are we going?** This question seeking to acknowledge trend information and forecast probable scenarios that may occur if the status quo remains. For example, one trend that I have noticed over the last few years is the increased demand for triangular awnings on a building's storefront. Knowing the increased demand for triangular awnings, what assumptions can be made that dictates future scenarios?
3. **Where do we want to be?** This question is truly the heart of visioning. A focus on a community vision and preferred objectives would be targeted in this area.
4. **How do we get there?** This question focuses on action items to explore, consider and enact to meet our vision for historic preservation planning.
5. **Are we getting there?** This question focuses on implementing the recommended strategies, establishing benchmarks and continuously evaluating strategies.

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At the last meeting, the Commission had a fruitful discussion in answering the first question listed above – where are we now? As part of discussing present conditions, the Commission had conversations on the following:

1. Why do we focus on preservation planning?
2. Why do we regulate improvements that are done on historic buildings?
3. Why are historic buildings congregated into a historic district?
4. What elements of preservation planning do you see when you walk along Main Street (both good and bad)?
5. What elements of preservation planning do you see when you walk along Clark Street (both good and bad)?
6. Current assessment of design guidelines?

For your assistance, I will be compiling a list of comments provided on the above and I will be emailing you all these in the coming days. These overarching conversations on why we care about preservation planning will go a long way in translating goals into specific policy recommendations.

As we progress into the next stage of the evaluation process – where are we going – my thought is to schedule one or more walking audits of the City's Historic and Design Review Districts with you all. These walking audits will provide a good opportunity to carefully analyze trends and observations of sites and improvements within our preservation districts. I don't foresee holding these audits until the Spring, but if you have any suggestions as to understanding existing observations out in the field, feel free to let me know.