



AGENDA
**HISTORIC PRESERVATION/
DESIGN REVIEW COMMISSION**

Members

- Chair Tim Siebert
- Vice Chair Peter Munck
- Alderperson Marc Christianson
- Barry Calnan
- Carol Molepske (Alternate 1)
- Janet Jurgella Finn (Alternate 2)

Date and Time:	November 25, 2024 5:00 PM	Location:	Community Room 933 Michigan Avenue, Stevens Point, WI
			<u>OR</u> <u>Zoom Teleconferencing</u> Meeting ID: 863 0493 3337 Passcode: 433030 <u>By</u> <u>Computer:</u> https://us02web.zoom.us/j/86304933337?pwd=aiUdP9u5usuOlgu9im9n6AkkRqEBjE.1 <u>By Phone:</u> +1-312-626-6799 (US Chicago)

Opening Section:

1. Roll Call

Discussion and Possible Action on:

2. Report of the October 30, 2024 meeting of the Historic Preservation / Design Review Commission.
3. Public Hearing and action on a request from the City of Stevens Point to adopt the Stevens Point Historic Preservation Plan, consistent with Ch. 22.06(3)(2)(a).
4. A request from Matthew Lansing, representing Lansing Revocable Trust, for a design review to construct a covered deck on the north elevation of the principal structure located at 2124 Clark Street (Parcel ID 281240833200509), consistent with Ch. 22.05(2).

Closing Section:

5. 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.

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.

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

October 30, 2024 – 5:00 PM
933 Michigan Ave, Stevens Point, WI 54481

PRESENT: Chair Siebert, Vice Chair Munck, Commissioner Calnan & Commissioner Jurgella Finn

EXCUSED: Alderperson Christianson, Commissioner McFarland, Commissioner Molepske

ALSO PRESENT: Associate Planner/Zoning Administrator Kuhn

INDEX:

Opening Section:

1. Roll Call

Discussion and Possible Action on the Following:

2. Report of the September 30, 2024 meeting of the Historic Preservation / Design Review Commission.
3. Presentation and discussion on the draft historic preservation plan.

Closing Section:

4. Adjourn
-

Opening Section:

1. Roll Call

Present: Siebert, Munck, Calnan & Finn

Excused: Christianson, McFarland & Molepske

Discussion and Possible Action on the Following:

2. Report of the September 30, 2024 meeting of the Historic Preservation / Design Review Commission.

Motion by Commissioner Munck to approve the September 30, 2024 minutes of the Historic Preservation / Design Review Commission; seconded by Commissioner Finn.

Motion carried 4-0.

3. Presentation and discussion on the draft historic preservation plan.

Associate Planner / Zoning Administrator Kuhn provided a summary of the draft historic preservation plan. Key topics discussed include going over the implementation matrix – identifying the timeline to complete, cost estimate, partners and priority level for each policy recommendation proposed in the plan. Several amendments were proposed.

The Commission gauged their comfort level on considering adopting the historic preservation plan during their next meeting, which they voiced support. A meeting date would be scheduled for late-

November where the Commission can hold a public hearing and possible action on adopting the planning document.

No action was taken.

Closing Section:

3. Adjourn

Meeting adjourned at 5:53 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: November 25, 2024

RE: Public Hearing - Historic Preservation Plan

Background: For the last 1 ½ years or so, the Commission and I have had active conversations about creating the City's first citywide historic preservation plan. Originally planned to be produced via an outside consultant through the Certified Local Government Grant Program, estimated project costs came around \$55,000 – a project cost that exceeded the amount that the City could receive through the aforementioned grant program. In efforts to be fiscally responsible, the Commission elected to still pursue the creation of a historic preservation plan, but produce it in-house.

As Commissioners recall, a historic preservation plan is a long-range planning document that determines policies and procedures to protect and promote a community's historic resources. One required element of adopting a comprehensive plan is to provide a section on agricultural, natural and cultural resources. This plan will expand the limited scope of the cultural resources element to address the following areas:

- Surveying Efforts & Priorities
- Local and National District Nominations
- Ordinance Amendments
- Zoning & Development
- Financial Assistance
- Tourism
- Sense of Place
- Education & Advocacy

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Open Records Rider: The City of Stevens Point is subject to Wisconsin Statutes relating to public records. Communication, such as this document, sent or received by City employees are subject to these laws. Unless otherwise exempted from the public records law, senders and receivers of City communication should presume that the communications are subject to release upon request, and to state record retention requirements.

Once adopted, Stevens Point's Historic Preservation Plan is intended to become the basis for our preservation program and is to complement other long-range planning documents (i.e., Comprehensive Plan, Downtown Targeted Area Master Plan, Comprehensive Outdoor and Recreation Plan, etc.).

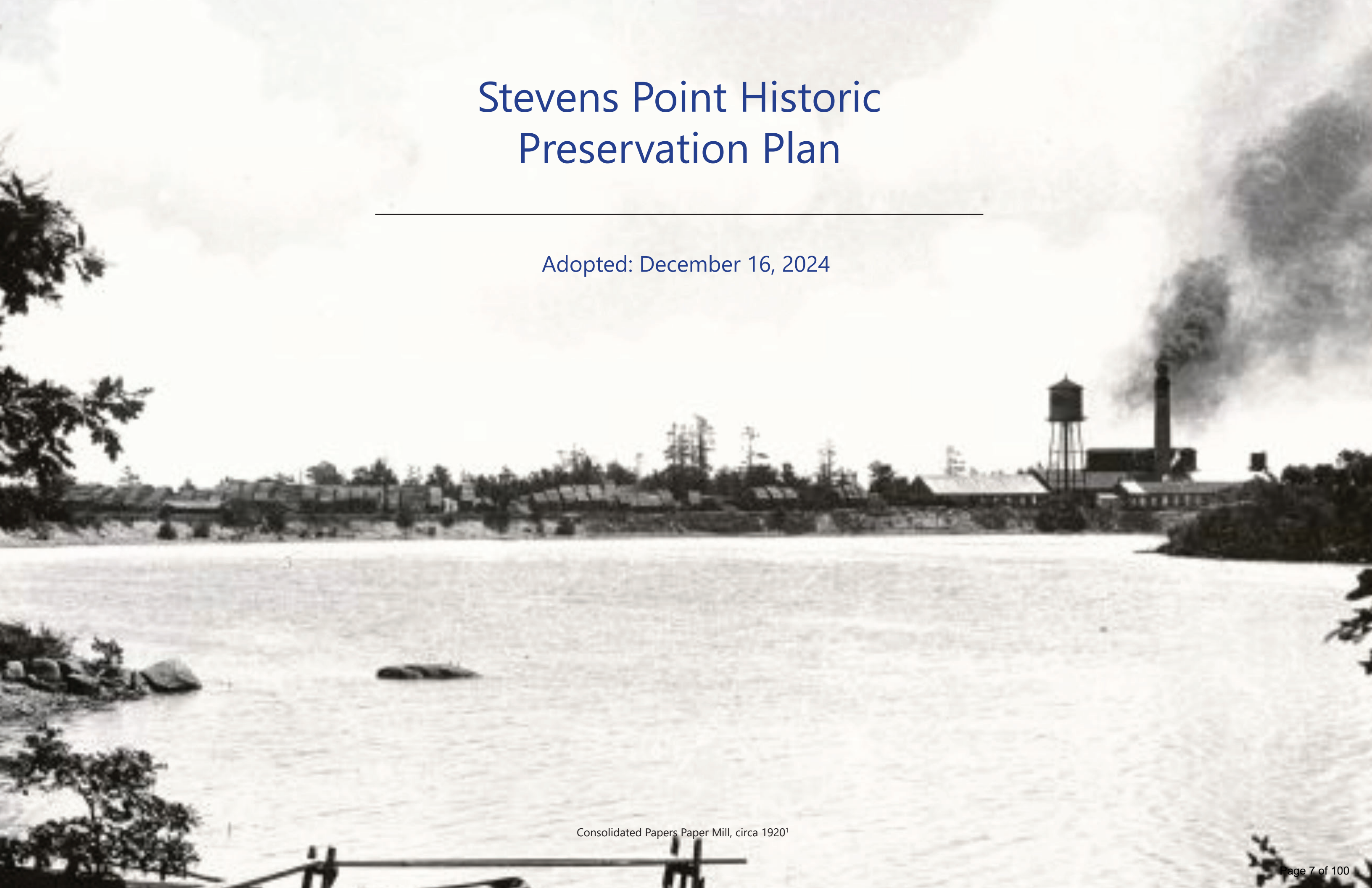
The creation of Stevens Point's Historic Preservation Plan began in December with archival research, data accumulation and one-on-one meetings with preservation stakeholders. Such efforts culminated into the public participatory phase of the planning process this past Spring, which consisted of several community meetings at Mid-State Technical College, a few walking tours of the city's historic neighborhoods, and a public survey. Feedback accumulated through this planning process have been integrated into the creation of the Historic Preservation Plan.

Enclosed in the agenda packet is the proposed planning document under consideration for adoption. This Plan considers changes proposed by the Commission, residents and other community stakeholders over the last few weeks. Should the Commission recommend approval of adopting the Plan, approval from the City's Plan Commission and Common Council will be required. The Plan Commission would consider the Plan on December 2nd and the Common Council on December 16th – public hearings being conducted during both meetings.

Please review the Plan and be prepared to provide feedback. If you have any questions, please do not hesitate to contact me.

Stevens Point Historic Preservation Plan

Adopted: December 16, 2024



Consolidated Papers Paper Mill, circa 1920¹

Acknowledgements



City of Stevens Point Common Council

Mike Wiza, Mayor
Marc Christianson, District 1
Jacqui Guthrie, District 2
Ginger Keymer, District 3
Lara Broderick, District 4
Allison Birr, District 5
Dale Steinmetz, District 6
Mary Kneebone, District 7
Dean Shuda, District 8
Sam Lang, District 9
Dustin Buse, District 10
Shaun Morrow, District 11

City of Stevens Point Historic Preservation / Design Review Commission

Tim Siebert, Chair
Peter Munck, Vice Chair
Marc Christianson, District 1 Alderperson
Barry Calnan
Janet Jurgella Finn
Erik McFarland
Carol Molepske

City of Stevens Point Plan Commission

Mike Wiza, Mayor
Mary Kneebone, District 7 Alderperson
Pete Arntsen
Mike Beacom
Doug Miskowiak
Matt Rice
Jeff Schuler

City Staff

Adam Kuhn, AICP, Associate Planner / Zoning Administrator

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Grand Opera House, Stevens Point, Wis.



Grand Opera House, circa 1910.²

1. Introduction

"It is said that, at its best, preservation engages the past in a conversation with the present over a mutual concern for the future."³

William Murtagh
First Keeper
National Register of Historic Places

Chapter One: Introduction

Stevens Point's Preservation Plan

The city of Stevens Point has a rich historic and cultural heritage, dating back from the Indigenous population that called Stevens Point home, to the early settlement of the area in the 1840s, and to the historic buildings dotted across our landscape today. As Stevens Point has evolved into a regional economic powerhouse, our historic landscape has evolved. Buildings dating back to the settlement of Stevens Point in the nineteenth century have been demolished for new construction. The streetscape within Stevens Point has changed from the original cobblestone streets serving horses and buggies to the concrete roads that serve automobiles today. The knowledge of historic people and events contributing to Stevens Point's history has diminished with each generation.

Historic preservation is a practice intended to preserve a community's historic resources in several ways. Taken from the City's Historic Preservation Ordinance, historic preservation is designed to:

- a. Accomplish the protection, enhancement, and perpetuation of such improvements, sites, and districts that represent or reflect elements of the city's cultural, social, economic, political, and architectural history.
- b. Safeguard the city's historical and cultural heritage, as embodied and reflected in such historic structures, sites, and districts.
- c. Foster civic pride in the notable accomplishments of the past.
- d. Stabilize and improve property values.
- e. Protect and enhance the city's attractions for residents, tourists, and visitors, and serve as a support and stimulus to business and industry.
- f. Improve and enhance the visual and aesthetic character of the city.
- g. Educate the public regarding the need and desirability of a city's historic preservation program and its enhancement of the quality of life.

Communities across the United States have established their own historic preservation program. While each community tailors their historic preservation program for situations unique to them, the everyday function of community preservation planning is to:

- a. Locate, evaluate, and designate historic buildings, sites, and districts;
- b. Preserve and protect historic resources that a community has designated; and
- c. Preserve and protect undesignated historic resources in a community, such as those with significant architectural or historical significance that contributes to the built environment of a given area.



Portage County Veterans Monument
1516 Church Street

Plan Purpose

Since establishing a Historic Preservation Commission in Stevens Point in the early 1980s, city leaders and advocates have acknowledged the need to establish long-range plans to preserve, protect, and enhance our historic areas. In 2023, the City of Stevens Point began efforts to create this Historic Preservation Plan. This Historic Preservation Plan is a policy document that takes a holistic approach to the community's values to guide future decision-making. It acknowledges that community preservation is more than just buildings and artifacts; it is also about the people who shaped its local history and the places that people – past, present, and future – wish to reside, work, and enjoy.

This Historic Preservation Plan takes an inclusive approach to better guide the administration of Stevens Point's preservation initiatives through its Historic Preservation / Design Review Commission, municipal staff, and community advocates. As such, this document provides policies and actions for the community to address short- and long-term preservation initiatives.

Preservation Plan Objectives

When Stevens Point leaders began creating this Historic Preservation Plan in 2023, several objectives were identified. These objectives include the following:

- a. Understand the historic and cultural resources that contributed to Stevens Point's history and development;
- b. Evaluate the effectiveness and long-term strategy of how the City's Historic Preservation / Design Review Commission regulates improvements on historic buildings and sites;
- c. Determine the need to conduct a new reconnaissance or intensive survey of the city, along with locating priority areas in the city to survey in the future;
- d. Identify interest in designating additional sites and districts locally and on the National Register of Historic Places and prioritize specific areas for future designations;
- e. Determine if the City's Historic Preservation Ordinance is adequate in fulfilling its' Purpose and Intent statement, including the administration of the City's historic preservation program;
- f. Identify potential barriers for property owners to utilize the City's preservation incentive programs, along with creating new incentive programs to cover identified gaps;
- g. Create and expand education, outreach, and advocacy initiatives to bring awareness to the community's historic, social, and cultural resources;
- h. Develop policies for zoning, land use, and streetscape reform to contribute with other plans and initiatives related to economic development, housing, parks and community facilities, transportation accommodations, and revitalizing Downtown Stevens Point;
- i. Connect Stevens Point's historical, social, and cultural heritage with local tourism efforts; and
- j. Create an implementation plan to prioritize identified recommendations and determine partners to fulfill such recommendations.



2. Preservation in Stevens Point

"There are many intangibles which promote quality of life in a city. One of these intangibles is a sense of history, of ties to the past from which the future flows."⁴

The Clark Street Plan
Guidelines for Historic Preservation in Stevens Point, Wisconsin
August 1992

Chapter Two: Preservation in Stevens Point

History of Preservation in Stevens Point

While the City of Stevens Point has been incorporated for more than 160 years, preservation efforts were sparse before the 1950s. The earliest indication of preservation efforts – cultural preservation and not historic preservation -- dates to 1853 in the former Town of Stevens Point. Albert Ellis, a former surveyor in Native American affairs for the Wisconsin Territory, relocated to Stevens Point in 1853.⁵ Key cultural contributions by Albert Ellis include the founding of Stevens Point's first weekly newspaper, the Wisconsin Pinery, in 1853, and contributing towards the construction of Stevens Point's first church, an Episcopal Church located at the northeast corner of present-day Church and Clark Street.⁶

Early building and site preservation pales compared to what exists today. However, efforts were made in the late nineteenth and early twentieth century and arose primarily from tragedy. The construction of buildings in the late nineteenth century came at a time when little to no building and fire regulations existed for building construction. As such, numerous examples within present-day Downtown Stevens Point exist where buildings and site improvements have been lost due to fire. The American Hotel, where Main Street connects to the Mathias Mitchell Public Square, was lost due to a fire on December 25, 1854.⁷ With the settlement of Stevens Point's West Side gaining traction in the 1870s, the first bridge over the Wisconsin River was built in 1867.⁸ This wooden bridge lasted ten years –demolished by a tornado – and was replaced by an iron bridge in 1877. In 1923, a concrete bridge replaced the iron bridge, which was unsalvageable due to a fire.⁹

In 1928, a significant shift in Stevens Point governance occurred when an advisory referendum was approved to change Stevens Point from a mayor-council to a council-manager form of government.¹⁰ An early action of this new council-manager form of government was the creation of a Water Commission, whose role consisted, in part, of preserving public buildings, maps, and other historical documents.¹¹ While a 1936 referendum occurred to transition City governance back to a mayor-council structure, preservation and records collection continued.¹²

Civic participation in preservation efforts began to take hold in the 1950s. In 1952, several Portage County residents worked together to establish the Portage County Historical Society.¹³ Early efforts of the Portage County Historical Society were to amass hundreds of documents, photographs, and artifacts of historical sites across Portage County. Starting in the late 1960s, the Portage County Historical Society began erecting historical markers – many in the exact location of today's markers. In the 1970s, the Portage County Historical Society began efforts to acquire historical buildings across Portage County for restoration efforts and public enjoyment. The Beth Israel Synagogue, located at 1475 Water Street, was acquired



Wagon Bridge Over the Wisconsin River, circa 1910.¹⁴

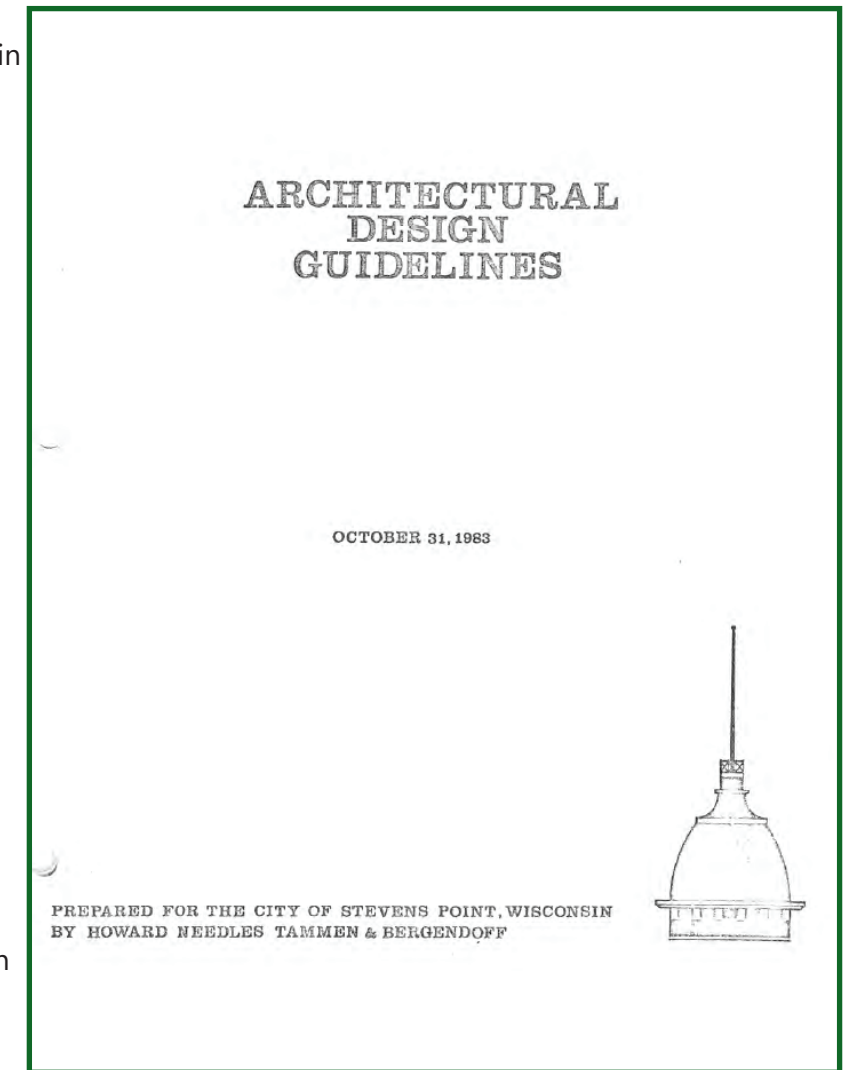
in 1985, and the Historic Fire House No. 2, located at 1949 Strongs Avenue, was acquired in 2001.¹⁵

In the mid- to late-twentieth century, preservation efforts began gaining local and nationwide traction. In 1966, U.S. President Lyndon Johnson signed the National Historic Preservation Act.¹⁶ The National Historic Preservation Act contains many preservation practices that communities across the United States – Stevens Point included – practice today. Such practices include the creation of the National Register of Historic Places, which provides a national listing of properties, buildings, and other site improvements that must be preserved for the common good. Similar efforts took place in 1987 when the Wisconsin Historic Preservation Act was signed into law, which created the Wisconsin State Register of Historic Places and the Wisconsin State Historic Preservation Tax Credit Program.

During the early 1980s, discussions began among City leaders to expand historic preservation initiatives in Stevens Point. In 1983, the Stevens Point Common Council created the City's Historic Preservation / Design Review Commission and adopted its first Historic Preservation Ordinance. Early actions of the Stevens Point Historic Preservation / Design Review Commission were to create local historic and design review districts, which include the Mathias Mitchell Public Square Historic District, the Clark Street Historic District, and the Downtown Design Review District. With historic and design review districts established, the Commission adopted its first architectural guidelines for building and site improvements within these districts. Lastly, in 1986, the Commission led efforts to designate the Mathias Mitchell Public Square Historic District on the State and National Register of Historic Places. The Mathias Mitchell Public Square Historic District was the sole State and National Historic District located in Stevens Point until 2021 when the Clark Street – Main Street Historic District was designated.

City leaders and preservation stakeholders recognize that while Stevens Point has made significant progress in preserving its historic and cultural heritage, additional efforts are needed. In 2021, the City's Historic Preservation – Design Review Commission adopted a list of strategic goals to prioritize from 2022 to 2027. One of these strategic goals was to adopt this Community Preservation Plan.

This Community Preservation Plan enables City officials the opportunity to evaluate existing preservation initiatives to determine its effectiveness, identify community stakeholders, determine current and future preservation issues, and develop a series of strategies within this planning document to address short- and long-term preservation planning goals.



Stevens Point Architectural Guidelines
Adopted 1983

Chronology of Preservation Events in Stevens Point

The following provides a timeline of key events that took place in the history of Stevens Point and specific preservation actions undertaken over the last century, courtesy of *Our County Our Story*.¹⁷

- 1839: George Stevens utilizes the 'point' of the Wisconsin River (present day Main Street) to launch supply canoes north to present day Wausau, Wisconsin.
- 1844: Andrew Mullarky is the first to claim land within present-day Stevens Point, which was sold to Mathias Mitchell in 1845.
- 1846: The Wisconsin Historical Society was created.
The first saw mill was constructed by William Johnson, located where present day Arlington Place terminates into the Wisconsin River.
- 1847: The first plat was filed, which included land encapsulated by present-day Main Street, Clark Street (originally filed as Clarke Street), First Street and Second Street. The Public Square was dedicated as part of this plat.
The first school was organized, located to the north of the Mathias Mitchell Public Square.
- 1849: The Town of Middleton was formed the early settlement of present-day Downtown Stevens Point. The Township's name was changed to Stevens Point in 1850.
- 1853: *The Wisconsin Pinery* was founded, the first weekly newspaper in Stevens Point.
The first church was constructed, an Episcopal Church located at the northeast corner of Church Street and Clark Street. The Episcopal Church relocated in 1892 to the northeast corner of Church Street and Ellis Street under the name of the Episcopal Church of the Intercession.



Canadian National Railroad Bridge Over the Wisconsin River¹⁸

- 1858: The Wisconsin Legislature incorporates Stevens Point as a city. William Schofield was elected as the first Mayor of Stevens Point.
- 1866: The first street light constructed at the intersection of Main Street and Second Street.
- 1870: The first Portage County Courthouse was constructed in 1870, which housed City offices.
- 1871: The Wisconsin Central Railroad was completed, connecting Stevens Point with Menasha, Wisconsin. Stevens Point was designated as a divisional headquarters by the Railroad.
- 1874: First City Fire Station was constructed on North Second Street.
- 1876: The first Stevens Point High School was constructed on Clark Street, just east of Church Street and the Episcopal Church of the Intercession.
- 1877: Original charter amended by the Wisconsin Legislature which allowed the City to collect taxes and govern its own schools.
- 1891: First attempt to pave dirt roads with cedar blocks.
- 1893: Vetter Manufacturing Company established.
State Normal School at Stevens Point was established, the first building in present-day University of Wisconsin-Stevens Point.
- 1899: Coye Furniture Company established, later renamed to Joerns Furniture.
- 1904: The first Jewish congregation was formed, and the first synagogue was constructed in 1905.
- 1912: The Hardware Mutual Insurance Company relocated from Berlin, Wisconsin to Stevens Point. The company was renamed to Sentry Insurance in 1971.
- 1928: Referendum adopted to remove the mayor-council form of governance with a council-manager form of governance.
City Water Commission was established, which managed public buildings, along with preserving maps and other historical records.
- 1936: Referendum adopted to dissolve the council-manager form of governance and revert back to a mayor-council structure.
- 1952: Founding of the Portage County Historical Society.
- 1956: Portage County Courthouse was demolished and a new courthouse was built at the same location.
- 1966: President Lyndon Johnson signs into law the National Historic Preservation Act, which created the National Register of Historic Places.



Vetter Manufacturing

- 1983: Stevens Point Common Council creates a Historic Preservation / Design Review Commission and adopts a Historic Preservation Ordinance.
- 1985: Stevens Point becomes a Certified Local Government.
- 1986: Mathias Mitchell Public Square Historic District was listed on the National Register of Historic Places.
- 1987: The Wisconsin Historic Preservation Act was signed into law, which created the Wisconsin State Register of Historic Places and the Wisconsin State Historic Preservation Tax Credit Program.
- 1993: Wisconsin State Legislature adopted Wisconsin Statute 62.23, which requires municipalities to have a local historic preservation ordinance if State Register or National Register properties are located in the community.
- 1999: Wisconsin Act 9 is signed into law, which allows Wisconsin communities to establish comprehensive plans. Of the nine required elements of a comprehensive plan, historic preservation is one element.
- 2011: Citywide Historical Intensive Survey was completed.
- 2021: Clark Street – Main Street Historic District listed on the State and National Register of Historic Places.
- 2024: Historic Preservation Plan initiated.



Beth Israel Synagogue

Preservation Administration in Stevens Point

An integral part of a successful preservation program is clearly noting its administration. City staff within the Community Development Department currently administer the City's Historic Preservation Ordinance, Design Guidelines and support the Historic Preservation / Design Review Commission. The following provides an overview of how preservation planning is administered in Stevens Point.

Stevens Point Commissions & Boards

Historic Preservation / Design Review Commission

As found within the Stevens Point Historic Preservation Ordinance, the City's Historic Preservation / Design Review Commission ensures the protection and enhancement of historic sites and districts with historic, social, or cultural significance. The Commission is tasked with reviewing development projects classified as a 'major work' per the Commission's Design Guidelines, considering amendments to the Historic Preservation Ordinance, reviewing projects seeking financial support through the Downtown Façade Improvement Grant Program, and considering educational programming.

Planning Commission

The City's Planning Commission is tasked with considering revisions to the Stevens Point Zoning Ordinance, and making recommendations on comprehensive and sub-area planning documents.

Redevelopment Authority

As required under Wisconsin Statutes, the Stevens Point Redevelopment Authority leads specific redevelopment initiatives within the city, such as acquiring blighted and underutilized properties. The Redevelopment Authority also has a financial mechanism that provides grants and loans to fund various programs, such as the Neighbor Helping Neighbor Program. The City's Redevelopment Authority spearheaded recent development projects, such as Great Northern Distilling, and owns multiple properties within the Downtown Design Review District.

Parks Commission

The City's Parks Commission, and the Parks, Recreation & Forestry Department oversee and manage Stevens Point's parkland inventory. City parks that make up Stevens Point's historic inventory include Bukolt Park, Iverson Park, Pfiffner Pioneer Park, Admiral A.W. Grant Park, and Seramur Park.

Board of Public Works

Stevens Point's Board of Public Works, and the Public Works Department oversee the maintenance of public right-of-way improvements, including streets and light fixtures.



Intersection of Main Street & Third Street



1532 Church Street

Historic Preservation / Design Review Commission's Design Guidelines

Since the 1980s, the Stevens Point Historic Preservation / Design Review Commission has adopted a guidebook for exterior improvements of historic buildings within a locally-recognized historic district and site. According to the Commission's Design Guidelines, the purpose of the guidelines are as follows:

These design guidelines are, first and foremost, a resource for property owners, builders, architects, and realtors to use in order to understand the reasons for, the proper methods of, and the overall benefits of historic preservation both to the individual and the community as a whole. A secondary but equally important purpose of this document is to be a guide for the community and HP/DRC to use when evaluating the appropriateness of exterior changes to buildings and new construction proposed within the districts. To that end, the guidelines in this document will convey to the property owner the appropriate methods of improving their property.

The indirect purposes of this guideline document are to foster a continued preservation effort that will protect and enhance the original character of the districts, allow for unique yet compatible changes and new construction, help owners recognize the need for and assist in improving their buildings, and to bolster the overall sense of place and pride in the community.

The Design Guidelines document is divided into a series of sections, each focusing on a specific type of improvement that could occur on a historic building and site. For example, the third section of the Design Guidelines document provides architectural requirements for changes to existing buildings. Changes include exterior wall material, doors and windows, roofs, and paint, to name a few.

Equally important, the Commission's Design Guidelines categorizes types of improvements based on the needed approvals. Projects classified as general maintenance, such as tuckpointing, do not require any approvals from the City before the project begins. Additionally, various projects are classified as a 'major work' and 'minor work' as defined below:

Major Works: Major works projects are significant projects, such as new construction and additions, that potentially alter the historic district's existing appearance. These projects require Historic Preservation / Design Review Commission review.

Minor Works: Minor works projects include general maintenance and simple projects that do not alter the appearance and character of the property. These projects can be reviewed by Community Development Department staff.



Top: Influential Citizens Mural, 1140 Clark Street.
Bottom: Hardware Mutual Insurance Company Building

Financial Resources

The Historic Preservation / Design Review Commission oversees two financial assistance programs.

Downtown Façade Improvement Grant Program

Created in 2012, the Downtown Façade Improvement Grant Program is intended to stimulate improvements to the exterior of downtown commercial or mixed-use buildings that fall within the Tax Incremental Financing District No. 6. Eligible activities include, but are not limited to, storefront restoration, wall treatments, doors and windows, signage and detailing improvement (e.g., light fixtures, awnings, etc.). A maximum of \$30,000 in grant funding can be received so long as the reimbursement does not exceed 40% of eligible project costs. The Downtown Façade Improvement Grant Program has experienced significant usage, in part due to the Program being replenished with \$100,000 in funds annually. The Historic Preservation / Design Review Commission is tasked with approving grant requests.

Reintroducing Filled Window Openings Program

Established in 2023, this grant program is intended to provide financial support to reintroduce window openings previously filled in with brick or other form of façade material. Similar to the Downtown Façade Improvement Grant Program, this Program is eligible for property owners of a historic building that has a filled-in window and falls within the Tax Incremental Financing District No. 6. This Program funds the removal of existing façade material needed to reintroduce a window, along with a new window to place within the historic building opening. As this Program was created last year, no property owners have obtained grant dollars since the adoption of this Plan. The Historic Preservation / Design Review Commission is tasked with approving grant requests.

Besides the above local financial assistance programs, state and federal financial assistance programs exist for owners of historic properties. On the federal level, a 20% income tax credit program – named the Federal Historic Preservation Tax Credit – provides financial assistance to income-producing historic buildings for various exterior building and site improvements. Types of income-producing buildings could include industrial buildings, commercial buildings, or renter-occupied housing. Besides the in-producing requirement, the historic building must either be listed on the National Register of Historic Places in the process of being designated or be classified as contributing to a local historic district that was certified by the National Parks Service. The Federal Historic Preservation Tax Credit Program is administered through state historic preservation offices, and eligible projects must adhere to the Secretary of the Interior's Standards for Rehabilitation.

A similar program exists in Wisconsin, named the Wisconsin Historic Preservation Tax Credit Program. A 20% tax credit can be obtained for eligible rehabilitation projects on certified historic structures. To be eligible for this tax credit program, the property must be income-producing and must be designated on the National Register of Historic Places – either individually or contributing to a national historic district. Like the Federal Historic Preservation Tax Credit Program, the Wisconsin Historic Preservation Tax Credit Program is administered by the Wisconsin State Historic Preservation Office.

Legal Basis for Preservation Planning

While preservation planning is a relatively new concept within the planning profession, the last fifty years have seen significant regulatory reform at the local, state, and federal levels of government. The following provides a summary of key actions in Stevens Point, Wisconsin, and the United States.

Federal

1. National Historic Preservation Act (NHPA)

The National Historic Preservation Act, signed into law by President Lyndon Johnson in 1966, established critical preservation programs of the National Parks Service. The National Register of Historic Places was created under the NHPA, which identifies, evaluates, and protects districts and sites of national importance. Another significant action of the NHPA was creating the Section 106 review process. Federal agencies under Section 106 must identify and assess if the planned project will impact a historic building when undertaking projects involving federal funds, such as transportation projects.¹⁹

2. Certified Local Government (CLG)

The CLG program, which Stevens Point has been a member of since 1985, allows individual municipalities to collaborate on statewide preservation planning initiatives. The CLG Program is administered on the federal level through the United States Department of Interior. For municipalities to become eligible for CLG status, they must have established a historic preservation commission, adopted a historic preservation ordinance, and have a local program to survey their historic inventory.

State

1. Wisconsin Comprehensive Planning Law

Wisconsin's Comprehensive Planning Law, established under 1999 Wisconsin Act 9, allows municipalities to create comprehensive plans for their community focusing on specific topic areas. These topic areas, or 'elements' as outlined in Act 9, include the following: housing, transportation, community facilities, economic development, utilities, intergovernmental cooperation, land use, and agricultural, natural and historic resources. While preservation planning can be tied under several of the elements above, the most applicable element is the agricultural, natural and historic resources – specifically with this element's goal to preserve and protect historic, cultural, and archaeological sites identified within a community. Although Act 9 does not explicitly outline the required preservation goals to be identified within a community's comprehensive plan, municipalities across Wisconsin have taken different approaches. Some communities neglect to reference historic preservation altogether; some acknowledge their historic cultural resources, while others create a preservation plan like this to address community goals in greater detail.

2. Wisconsin Statute 62.23

Wisconsin Statute 62.23, which acknowledges a community's police powers to administer planning and zoning, also includes a section on historic preservation. Historic preservation is viewed as "an exercise of its zoning and police powers to promote the health, safety and general welfare of the community" that allows a community to regulate historic resources designated locally. Additionally, Wisconsin Statute 62.23 requires any city with a property that is listed on the National Register of Historic Places to adopt a historic preservation ordinance to "regulate, any place, structure or object

with a special character, historical, archaeological or aesthetic interest, or other significant value, for the purpose of preserving the place, structure or object and its significant characteristics."

3. 2016 Wisconsin Historic Preservation Plan

The Wisconsin State Historic Preservation Office is required to produce a statewide preservation plan every ten years. Last adopted in 2016, the Wisconsin Historic Preservation Plan outlines specific preservation initiatives that should be undertaken on the state level. The 2016 Plan outlines the following goals:

- Develop and implement targeted educational opportunities;
- Increase awareness and support of the value of historic preservation;
- Increase funding sources for historic preservation;
- Cultivate partnerships to advance historic preservation goals; and
- Support and expand digital data and access.²⁰

As a CLG, Stevens Point was allowed to participate in creating the Wisconsin Historic Preservation Plan in the mid-2010s.

Local

1. 2006 Stevens Point Comprehensive Plan

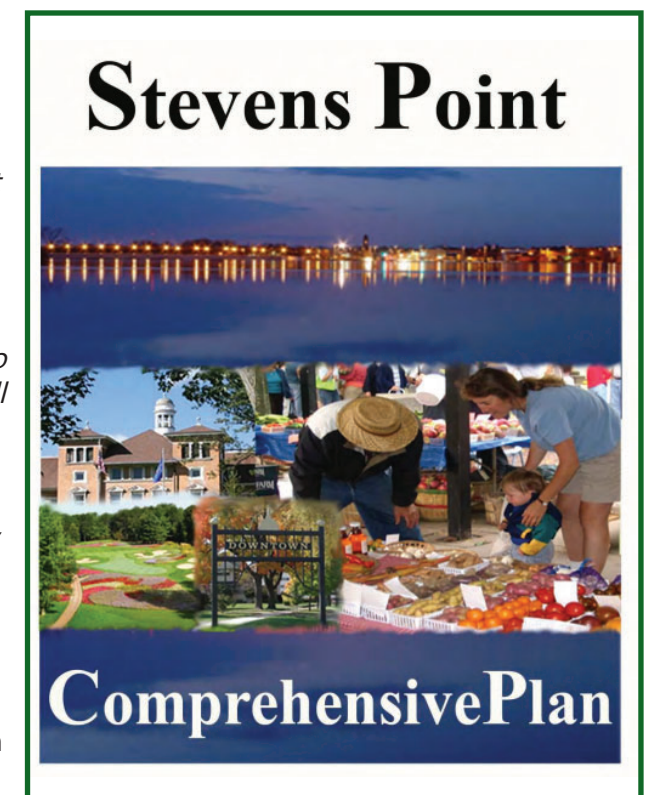
Stevens Point's Comprehensive Plan, adopted in 2006, is the City's long-range policy document for various areas, including land use, housing, and transportation. Produced by the City in partnership with the Portage County Planning and Zoning Department, the Stevens Point Comprehensive Plan outlines preservation goals in the following areas:

- Section 1.8: Community Identity and Vision: Goals, Objectives, and Policies.

GOOD LAND USE PLANNING - To work for good balance between the built environment and the natural environment. This includes the promotion of harmonious relationships between urban, fringe area, and rural development. Mixed use development is recommended, while costly urban sprawl is to be avoided. Such planning includes an overall urban development strategy directed at the conservation, rehabilitation, redevelopment, and historic preservation of the existing City with emphasis on the central city, particularly its Central Business District.

- Section 5.3: Cultural Resources.

This Section outlines the history of preservation initiatives, including the creation



of a key theme for future preservation work. This theme uses historic preservation to promote and enhance the Downtown ethos.

- Section 8.3: Land Use Conflicts.

This Section of the City's Comprehensive Plan acknowledges that land use conflicts exist even within built neighborhoods. Conflicts can include the degree of nonconformity with the development standards of the City's Zoning Ordinance, and inappropriate land uses adjacent to one another in conflict with the City's Zoning Ordinance. This Section "encourages good design and historic preservation principles" to reduce land use conflicts within the Downtown area and other portions of Stevens Point that contain historic resources.

2. 1980 Architectural Survey and Historic Preservation Potential Analysis of Central Stevens Point

As a precursor to the City creating its' Historic Preservation / Design Review Commission and adopting its' Historic Preservation Ordinance, City leaders contracted with Pfaller, Herbst and Associates to conduct an architectural survey of buildings and sites within Central Stevens Point. Central Stevens Point includes Downtown Stevens Point, the Clark Street – Main Street Historic District, and the fringe properties on the periphery of the Downtown. The 1980 Architectural Survey represents the first survey conducted in Stevens Point to identify and evaluate its' historic resources. Additionally, the 1980 Survey identified the Downtown and the adjacent residential neighborhood along Clark Street as viable as a local historic district.

3. 1983 Architectural and Historic Building Survey

A second architectural survey of Stevens Point took place in 1983. This survey, conducted at the same time as the City's 1983 Development Guide, was a catalyst to designate the Mathias Mitchell Public Square Historic District on the National Register of Historic Places.

4. Stevens Point 1983 Development Guide

Serving as the predecessor to the City's 2006 Comprehensive Plan, the 1983 Development Guide was one of the first citywide policy documents outlining preservation goals and initiatives to pursue. The following summarizes key preservation goals from the 1983 Plan:

- Explore Historic District Designation - To work with the State Historical Society and local businesses to determine the desirability and feasibility of establishing a historic district along Main Street and the square as recommended in the Pfaller-Herbst Historical Study of 1980.
- Utilize Historic Preservation Financial Aid Programs - To assist downtown merchants in utilizing loan and tax programs available from historic preservation and restoration investments, such programs would include: the Economic Recovery Tax Act of 1981, the Wisconsin Consecutive Easement Act of 1982, and the Federal Tax Treatment Extension Act of 1980.
- Identify Properties of Architectural and Historic Significance - To identify and support measures to preserve, restore, and adapt all architectural and historically significant properties.
- Highlighting these properties as key contributors to the downtown theme.
- A list of such properties would include, at a minimum, the Fox Theater, Kuhl-Gurath House, Sentry Insurance Building, Chilla Building, Grubba Jewelers, the Point Surplus Building, and the

Citizens National Bank.

- The Pfaller-Herbst Study and any subsequent historical studies should be used as a key resource in dealing with this policy statement.
- To support the identification/placement of eligible properties on the National Register of Historic Places.
- Historic Markers and Monuments - Develop a plan for the location of markers, interpretative features, displays, and monuments relevant to the area's heritage in the downtown and riverfront zone. This plan would include arrangements for financing such improvements from sources other than the local tax levy.
- Landmarks Ordinance and Commission - To pursue the creation of a Landmarks Ordinance, which would be a formal vehicle for dealing with historic preservation programs in the City. A Landmarks Ordinance and Commission are necessary to be eligible for certain financial incentives. The representation of downtown business interests should be a major factor in selecting the membership of such a commission.

Most of the above goals have been completed.

5. Stevens Point Historic Preservation Ordinance

In 1983, the Stevens Point Common Council adopted its Historic Preservation Ordinance. The Historic Preservation Ordinance outlines the purpose and intent of preservation planning in Stevens Point, the process of designating historic districts and sites, and establishes the duties and responsibilities of the Historic Preservation / Design Review Commission and City staff in administering the Ordinance.

St. Peter's Polish Catholic Church,
Stevens Point, Wis.



4. Stevens Point's Historic Inventory

"We shape our buildings; thereafter, our buildings shape us."^{21, 22}

Winston Churchill
Speech to the House of Lords
October 28, 1943

Local Historic Districts & Landmark Properties

The City of Stevens Point is home to three locally designated historic districts, along with 26 buildings individually recognized as a local landmark. This section highlights the locations of these locally recognized historic areas.

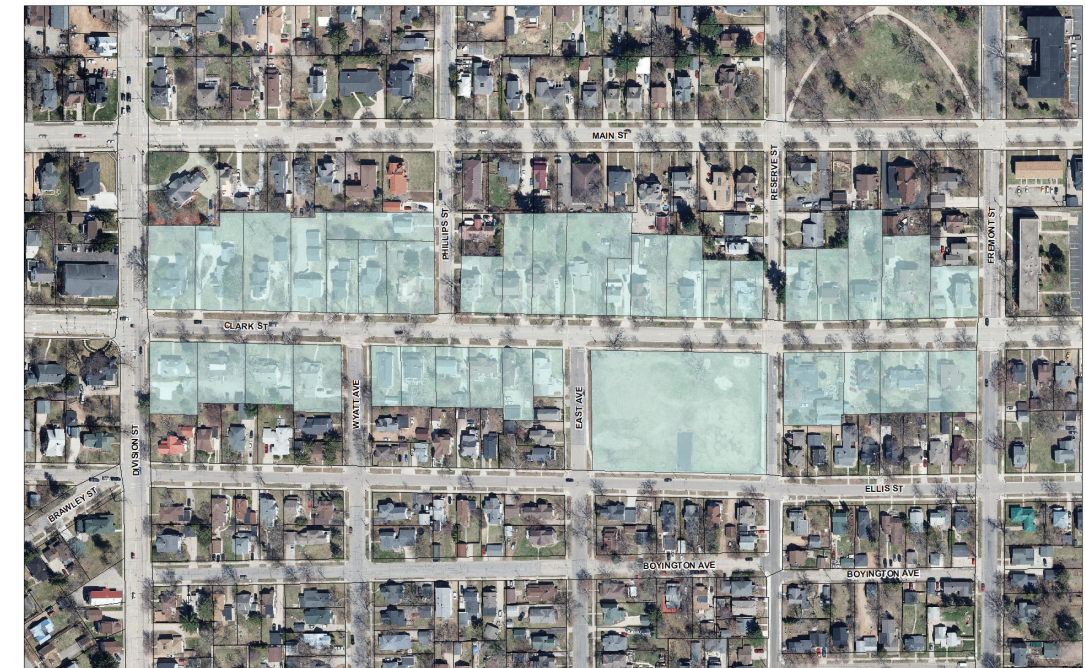
Mathias Mitchell Public Square Historic District



0 125 250 500 750 1,000 Feet



Clark Street Historic District



0 125 250 500 750 1,000 Feet



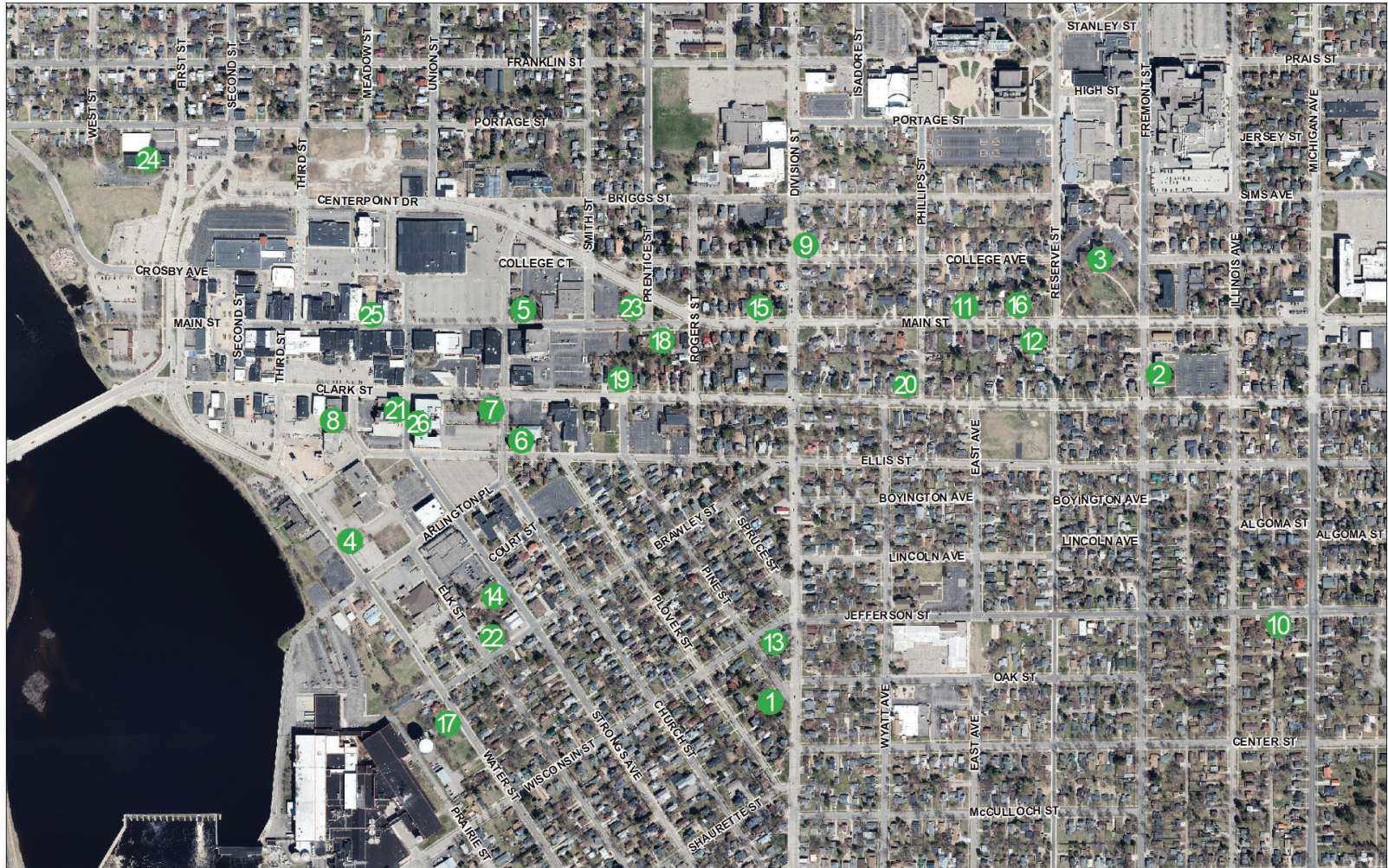
Downtown Design Review District



0 250 500 1,000 1,500 2,000 Feet



Local Landmark Sites



0 312.5 625 1,250 1,875 2,500 Feet

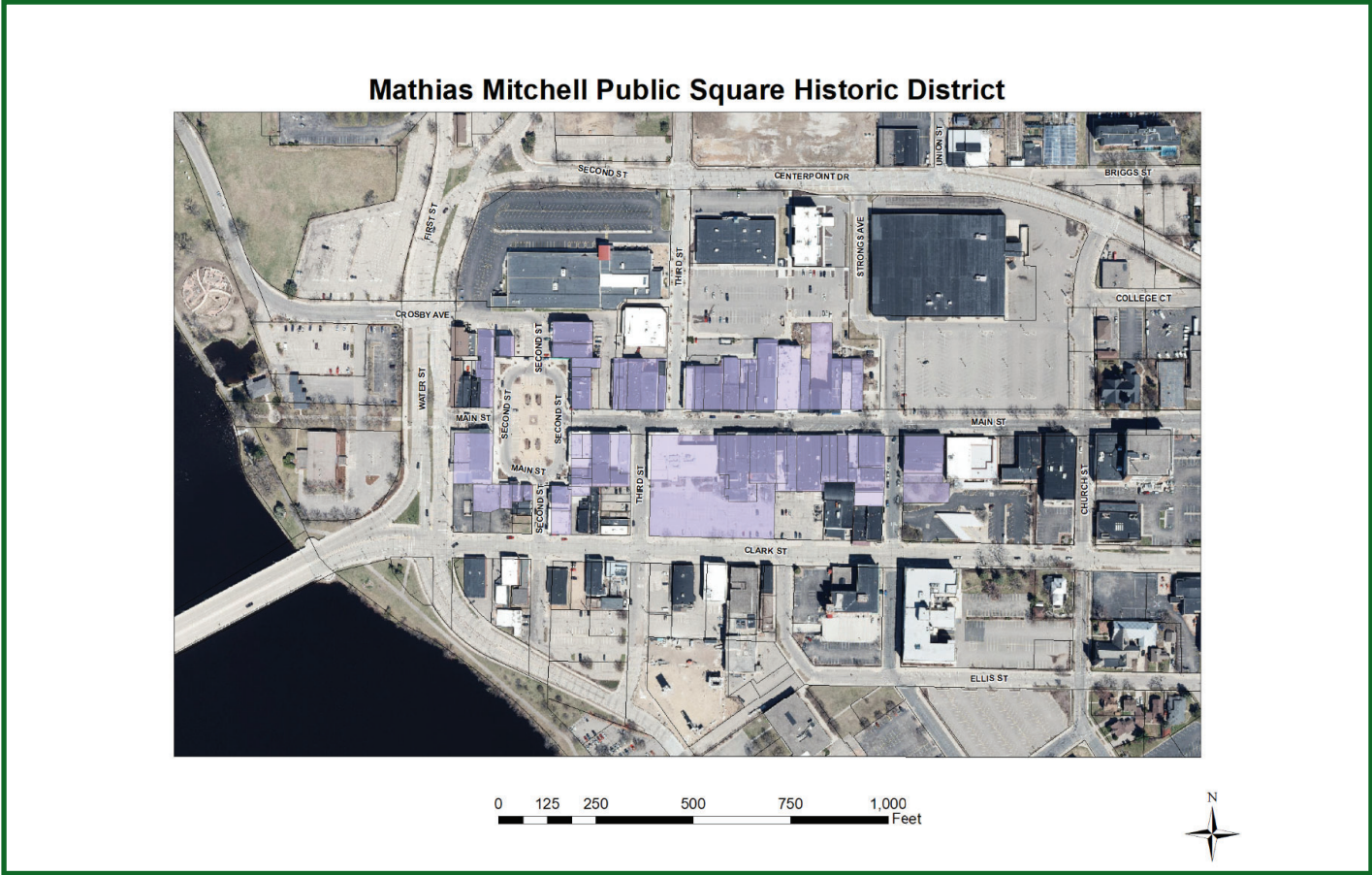


Identifier	Building	Address	Year of Construction
1	David McMillan House	1924 Pine Street	1950
2	Nelson Hall	1209 Fremont Street	1915
3	Stevens Point State Normal School	2100 Main Street	1894
4	Temple Beth Israel	1475 Water Street	1905
5	Frame Memorial Church	1300 Main Street	1892
6	Church of the Intercession	1417 Church Street	1894
7	Andrae House	1249 Clark Street	1880
8	WI Telephone Company Building	1045 Clark Street	1925
9	J.W. Moxon House	1700 College Avenue	1920
10	Carl Hassell House	2317 Jefferson Street	1940
11	Dr. Alfred Earl House	1924 Main Street	1910
12	Edward McGlachlin House	2017 Main Street	1950
13	A.J. Agnew House	1901 Pine Street	1915
14	W.J. Clifford House	1554 Strongs Avenue	1960
15	John Slothower House	1640 Main Street	1920
16	Matthew Wadleigh House	2024 Main Street	1910
17	Philip Rothman House	1716 Water Street	1938
18	A.G. Green House	1501 Main Street	1890
19	G.W. Green House	1424 Clark Street	1920
20	Fisher House	1808 Clark Street	1935
21	Hotel Whiting	1408 Strongs Avenue	1923
22	J.L. Jensen House	1100 Brawley Street	1915
23	Christina Kuhl House	1416 Main Street	1886
24	Folding Furniture Works Building	1020 First Street	1920
25	Fox Theater	1116 Main Street	1910
26	Hardware Mutual Insurance Building	1421 Strongs Avenue	1924

Historic Districts and Buildings Listed on the National Register of Historic Places

In addition to the aforementioned local historic districts, Stevens Point is home to two historic districts and several individual buildings that are listed on the National Register of Historic Places.

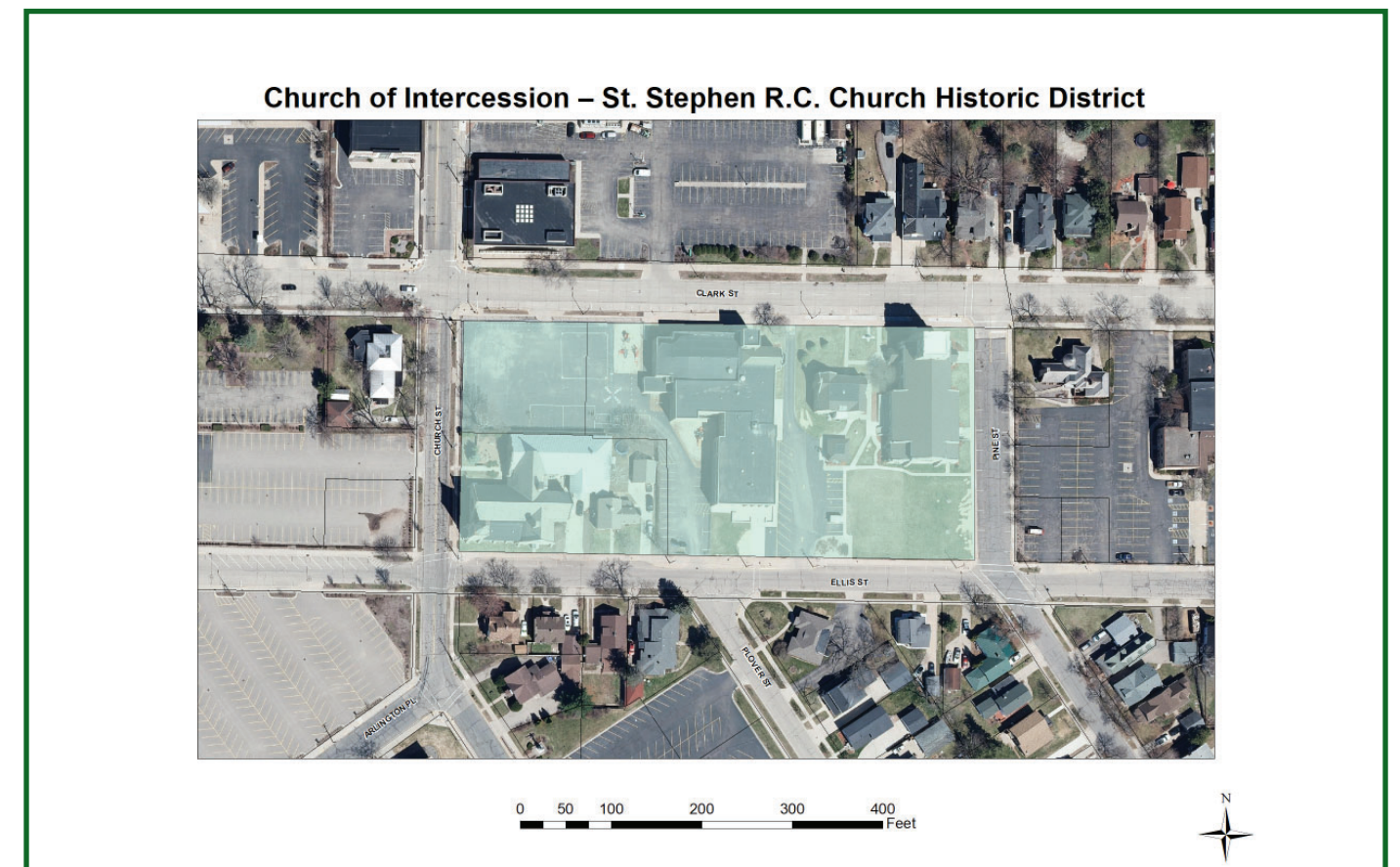
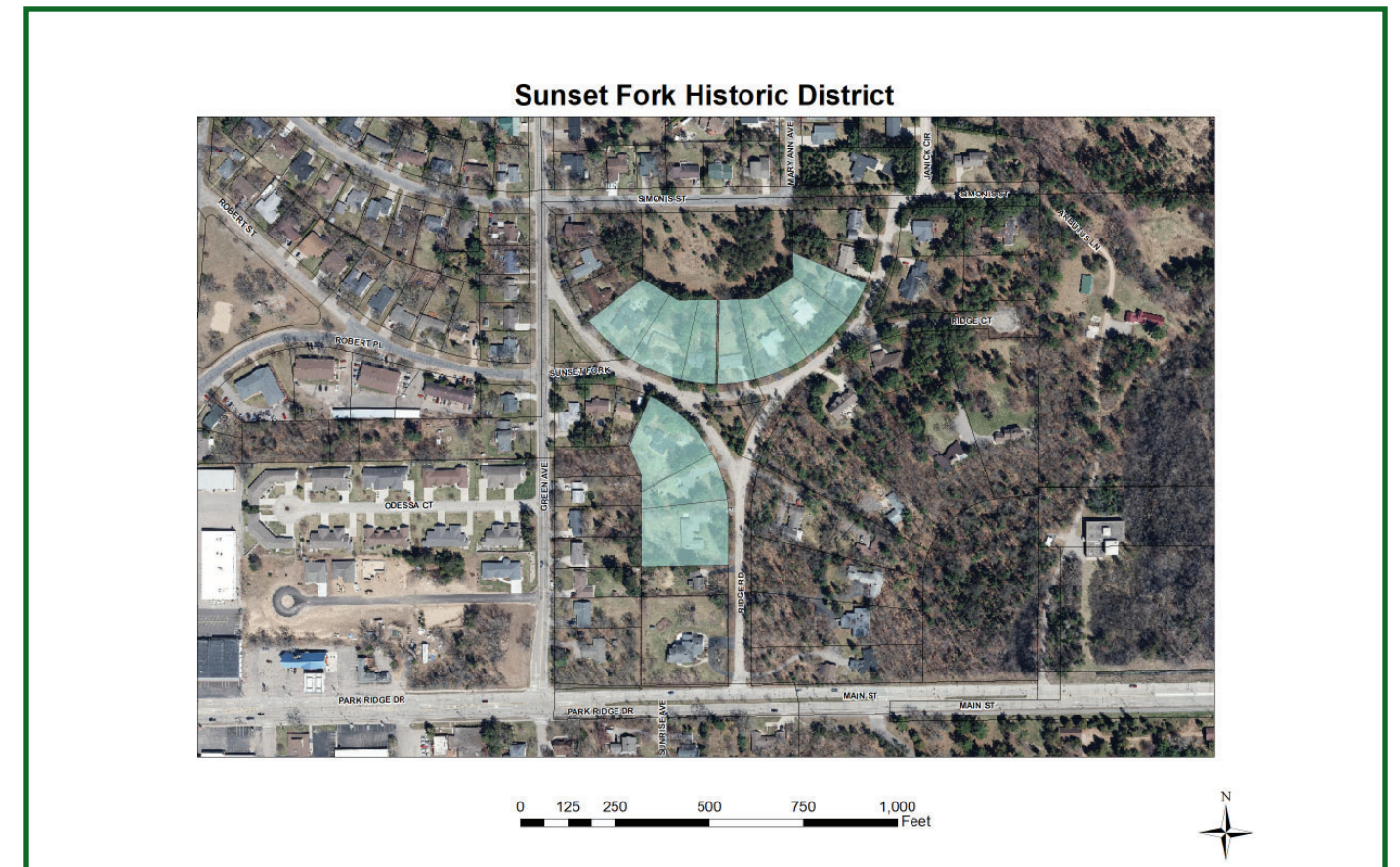
Buildings Listed on the National Register of Historic Places		
Building	Address	Year of Construction
Folding Furniture Works Building	1020 First Street	1920
Fox Theater	1116 Main Street	1910
Hardware Mutual Insurance Building	1421 Strongs Avenue	1924
Hotel Whiting	1408 Strongs Avenue	1923
J.L. Jensen House	1100 Brawley Street	1901
Christina Kuhl House	1416 Main Street	1886
David McMillan House	1924 Pine Street	1873
Nelson Hall	1209 Fremont Street	1915
Stevens Point State Normal School	2100 Main Street	1894
Temple Beth Israel	1475 Water Street	1905
Sisters of St. Joseph Complex	1300 Maria Drive	1903



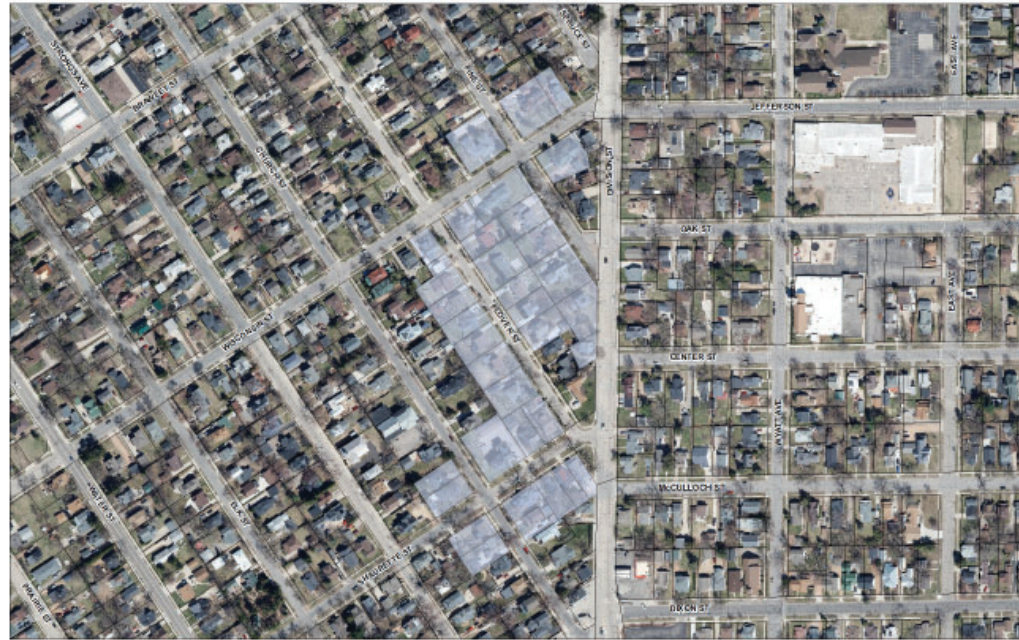
Historic Districts and Buildings Eligible for Listing on the National Register of Historic Places

Lastly, this section highlights the districts and buildings eligible for listing on the National Register of Historic Places per the City's 2011 Intensive Survey Report.²³ Please note that the resurveying of the below buildings and improvements would still be required to confirm eligibility for listing on the National Register of Historic Places.

Buildings Eligible for Listing on the National Register of Historic Places		
Building/Improvement	Address	Year of Construction
Wisconsin Central Railroad Yard Complex	Patch Street	1872
Wisconsin Central Railroad Bridge	Church Street	1872
Thomas Anderson House	1249 Clark Street	1877
Taylor Smedley House	1925 Church Street	1885
Frame Memorial Presbyterian Church	1300 Main Street	1892
St. Peter's R.C. Church	800 Fourth Avenue	1876
Stevens Point Brewery	2617 Water Street	1857
Vetter Manufacturing Company	2116 Wood Street	1909
Soo Line Engine No. 2713 & Caboose 158	1701 Monroe Street	1911
First Baptist Church	1948 Church Street	1916
Wisconsin Central/Soo Line Railroad Depot	1625 Depot Street	1918
Consolidated Water Power & Paper Co. Powerhouse & Dam	Wisconsin Street	1919
Stevens Point Armory & Pavilion	2442 Sims Avenue	1921
Wisconsin Telephone Company Building	1045 Clark Street	1925
Central State Teachers College Training School Building	1101 Reserve Street	1929
Service Garage and Gas Station	1232 Park Street	1930
Carl Landa House	2048 Dixon Street	1937
Jules Iverson Park	4100 Main Street	1935
Bukolt Park	Bukolt Park Street	1887
P.J. Jacobs High School	2400 Main Street	1938
Stevens Point Sewage Treatment Plant	300 Bliss Street	1940
Pacelli R.C. High School	1301 Maria Drive	1956
Portage County Courthouse	1515 Church Street	1957
Residence	4213 Simonis Street	1959
UW-Stevens Point Joseph Collins Classroom Center	1801 Fourth Avenue	1966
UW-Stevens Point Professional Studies Building	1901 Fourth Avenue	1971
Sentry Insurance Complex	1800 North Point Drive	1974



Pine Street – Plover Street Historic District



0 125 250 500 750 1,000 Feet



Church Street Historic District



0 50 100 200 300 400 Feet



EPISCOPAL CHURCH, STEVENS POINT, WIS.

Chapter Four: Stevens Point's Social and Ethnic History

As will be discussed in more detail during the public engagement section of this Plan, Stevens Point residents have sought to better understand the rich social and ethnic history of our community. Stevens Point, particularly over the last 100 years, have become a melting pot of different ethnic groups with the influx of immigrants relocating to the area from various areas of the world. The following provides a history of key social and ethnic groups in Stevens Point.

- Polish

The Polish settlement in Stevens Point originates shortly around the City's incorporation in 1858. In 1857, the family of Michael von Kozickowski became the first Poles to come to Stevens Point from their native Poland.²⁷ While the von Kozickowski family originally intended to settle in Marathon County due to its perception of having fertile farmland, the von Kozickowski family found the land to be too forested – thereby settling in Stevens Point and establishing their farm on the outskirts of the new city.²⁸ As additional Poles settled in Stevens Point during the late nineteenth century, most became farmers. Based on increased wealth for Polish immigrants, farming was the primary reason for early settlers to leave Poland for Stevens Point – however, it was not the only reason. The Austro-Prussian and Franco-Prussian Wars of the late nineteenth century saw an influx of Polish youth being drafted into war.²⁹ To escape military service, an influx of Polish immigrants occurred in Stevens Point and cities across the United States.³⁰

During the early years of Polish immigration, Stevens Point was not the favored location in the region for settlement. The area today known as Polonia, situated east of Stevens Point, became a popular location for Polish life – evidenced by the construction of its first Church in 1863.³¹ Over time, however, Stevens Point became the favored location for settlement as the city's population grew. In 1876, approximately fifty Polish families were residing in Stevens Point.³² As additional Poles settled into Stevens Point, fewer came directly from Eastern Europe. By 1900, most Poles were relocating to Stevens Point from another city within the United States. As such, the number of foreign-born Poles in Stevens Point reached 2,750 in 1900.³³

With additional Poles residing in Stevens Point, its culture also began to adapt. In 1902, the first Polish newspaper, the *Rolnik*, was established in the city by S. Hutter.³⁵ As staunch Roman Catholics, Stevens Point Poles had additional influence within the city's first catholic



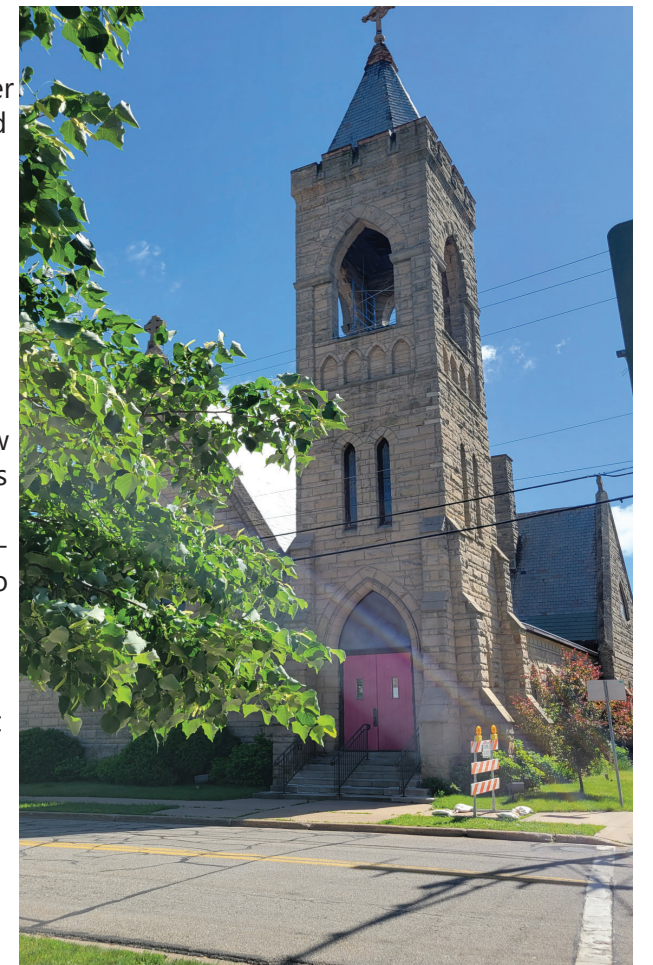
Cancellation of the *Rolnik*
Courtsey: *Stevens Point Journal*, March 8, 1960³⁴

churches and schools. While Polish culture began to assimilate in Stevens Point, discrimination also occurred – particularly after World War I. In the United States, an increased negative sentiment was forming towards immigrants from Eastern Europe due to the fear of Communism spreading into the U.S. (as evident through the Red Scare of 1918-1920).³⁶ The fear of Communism spreading throughout the United States from, in part, Polish immigration resulted in the signing of the Emergency Quota Act of 1921 and the Immigration Act of 1924 being signed into law by U.S. President Calvin Coolidge.³⁷ These laws heavily restricted immigration from Eastern Europe and other regions of the world. Ethnic-based quotas for immigration, such as the two aforementioned laws, would remain in effect through World War II, only to be repealed through the U.S. Immigration Act of 1965.³⁸ Today, Stevens Point citizens of Polish descent have transitioned mainly away from farming to manufacturing and white-collar jobs that contribute to the city's local economy today.

- German

Unlike other ethnic groups, the first Germans to settle in Portage County settled outside Stevens Point. George Frederick Schilling was the first German immigrant to settle Portage County, who settled in Buena Vista in late 1850.³⁹ Buena Vista, located south of Stevens Point, became the favored location for German settlement during the late nineteenth century.⁴⁰ The first German to settle in Stevens Point was Adam Kuhl, who signed naturalization papers in 1856 and later became a brewer.⁴¹ The first influx of German settlement in Stevens Point occurred in the 1870s and 1880s within the then-east and north side. The increased numbers of German immigrants saw the need to establish their congregation.⁴² During this timeline, the following churches were constructed:

- 1872: St. Paul's Lutheran congregation shared a church on the corner of Strongs Avenue and Brawley Street with the Trinity Lutherans. This Church, later rebuilt in 1934 and called Trinity Lutheran Church, was demolished in 2022.



Trinity Lutheran Church, circa 1910⁴³

- 1884: German immigrants from St. Stephen's Church separated to form St. Joseph's Catholic Church, located at the intersection of Jefferson Street and Wyatt Avenue.
- 1895: German immigrants formed the Friedens Gemeinde, later named the Peace United Church of Christ. This Church is located at the corner of Dixon Street and Wyatt Avenue.⁴⁴

Waves of German immigrants into Stevens Point occurred during two timeframes. The first was in the late 1800s due to Stevens Point's fertile soil, which made it conducive to farming. During the early twentieth century, German immigration cooled significantly, particularly due to the Emergency Quota Act of 1921 and the Immigration Act of 1924.⁴⁵ This cooling of German immigration began to reverse in the 1950s due to the passage of the Displaced Persons Act of 1948 and the Refugee Relief Act of 1953, which allowed for the settlement of displaced Eastern Europeans following World War II.⁴⁶

• Scandinavians

While not as well known as the aforementioned ethnic groups, the Norwegians, Danes, and Swedes play a significant role in the early history of Stevens Point. Like early German immigrants, Scandinavians first settled in Portage County in areas outside the city. The first Scandinavian to settle in Portage County was Elisha Larson, from Sweden, who settled in Plover for one year before moving away.⁴⁷ While early Scandinavian immigrants would settle in what is now the town of Eau Claire, the first immigrants to settle in Stevens Point were the family of John Scott, who operated a boarding house in the city.⁴⁸ Like the John Scott family, early Scandinavian immigrants' predominant occupation was operating boarding houses, or *gjestgiveri*, as these immigrants would name it at the time.⁴⁹

Religion was a common attribute of early Scandinavian immigrants. The first religious service for Norwegian immigrants occurred in 1857 in a shanty house along the Wisconsin River.⁵⁰ Religious services would occur within people's homes until 1873 when the Norwegian Congregation of Stevens Point founded Trinity Lutheran Church.⁵¹

Like Jewish immigrants, Scandinavians played an essential role in developing Downtown Stevens Point. The first Norwegians to operate a business in the Downtown were Niels and John Reton, who operated a jewelry store on Main Street starting in 1886.⁵²

While other ethnic groups sought to assimilate into the existing culture of Stevens Point,

Scandinavian immigrants sought a different approach. For example, Minnie Gasmann was one of the first settlers to prohibit the learning of the English language.⁵³ Gasmann states, "Mother didn't want to hear us



speak a word of Norwegian. No sir-ee, we were Americans and we had to speak English right from the time we were kids, and when the neighbor ladies came to visit mother, they spoke Norwegian to her, but she answered them in English."⁵⁴ The desire for racial exclusiveness also extended into commercial ventures. The New Hope Wisconsin Mutual Fire Insurance Company, located to the east of Stevens Point, wrote insurance policies only for Scandinavians from their founding in 1887 to 1910.⁵⁵

Scandinavian settlement in Stevens Point remained steady until the 1920s when a sharp drop-off in immigration numbers occurred due to a quota system being established in Washington, D.C.⁵⁶ While these exclusionary forms of immigration laws were largely repealed after World War II, the settlement of Norwegians, Danes, and Swedes has remained relatively stagnant until today.⁵⁷



Israel Shafton, Bottom Right⁶⁷

• Jewish Immigrants

Jewish immigration into Wisconsin began primarily after Wisconsin's incorporation as a U.S. state in 1848.⁵⁸ Starting in the 1840s, Jewish immigration in Wisconsin occurred mostly in Milwaukee, except for a scattering of families in areas outside of Milwaukee.⁵⁹ According to the Stevens Point Journal, the first two Jewish families settled into Stevens Point by the early 1870s – Solomon Glover relocated his family from the now-Czech Republic to Stevens Point in 1873, while Isaac Brill relocated his family from Austria to Stevens Point in 1873.⁶⁰ While these immigrants came primarily from Germany, a larger group from Eastern Europe came to Wisconsin in the 1880s and began settling in communities across the state.⁶¹

By 1900, approximately 25 Jewish families were residing in Stevens Point.⁶² As the number of persons practicing the Jewish faith increased, so did calls to build a synagogue. In an effort led by Israel Shafton, the Jewish community raised 480 dollars to purchase a lot on Water Street.⁶³ Construction on a new synagogue began in late summer 1905, with the synagogue officially being dedicated later that year on Rosh Hashanah.⁶⁴ The synagogue, named the Beth Israel Synagogue, still stands today as a museum administered by the Portage County Historical Society.

With an increased Jewish population also came increased community involvement. Particularly for members of the Beth Israel Congregation, commercial development within the Downtown began to flourish starting in the late 1800s. Mark Seiler said the first Jewish business was Isaac Brill's Son Dry Goods, which operated on Main Street from 1871 to 1904.⁶⁵ Throughout the twentieth century, the number of Jewish-owned businesses within the Downtown increased – so much so that there were over 100 Jewish businesses from 1871 to 2000.⁶⁶

• Hmong

In the United States, Wisconsin is one of only two states whose percentage of Hmong ancestry exceeds 0.7% of its total population (Minnesota being the other state).⁶⁸ While Milwaukee,

Green Bay, and Fox Valley communities have many Hmong Americans, Stevens Point does, too.⁶⁹ According to the University of Wisconsin – Stevens Point, the immigration of Hmong Americans to Stevens Point occurred during three time periods – the mid-1980s, early 1990s and the mid-2000s.⁷⁰ While the influx of Hmong Americans in Stevens Point primarily occurred over the last 40 years, its origin dates back to key national policies starting in the 1960s.

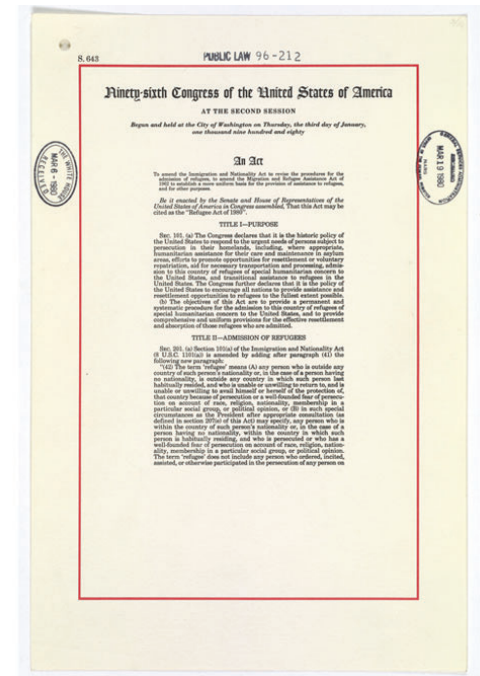
Starting in 1960, in the lead-up to the Vietnam War later that decade, the United States waged a proxy war in Laos during the Laotian Civil War. Lasting until 1973, the Laotian Civil War was aided by United States support through weaponry, humanitarian aid, and tactical information in its attacks against Ho Chi Minh. The conclusion of the Laotian Civil War and significant U.S. presence in Southeast Asia saw the first Hmong family immigrating to Portage County in 1976.⁷¹

The first wave of Hmong American immigrants to Stevens Point occurred in the mid-1980s, primarily due to the Refugee Act of 1980. The Refugee Act of 1980, signed into law by President Jimmy Carter, amended existing procedures for admitting refugees seeking entry into the United States for humanitarian reasons.⁷² With approximately 62 Hmong families living in Portage County at the end of the 1980s, this rapid influx also saw changes in local programming to assist the immigrant population.⁷³ For example, Madison Elementary School, in 1986, started the first English as a Second Language Program for Hmong children.⁷⁴ Additionally, that same year, CAP Services created the Hmong Medical Interpreter program to increase the understanding of the Hmong language and life for healthcare providers in the area.⁷⁵

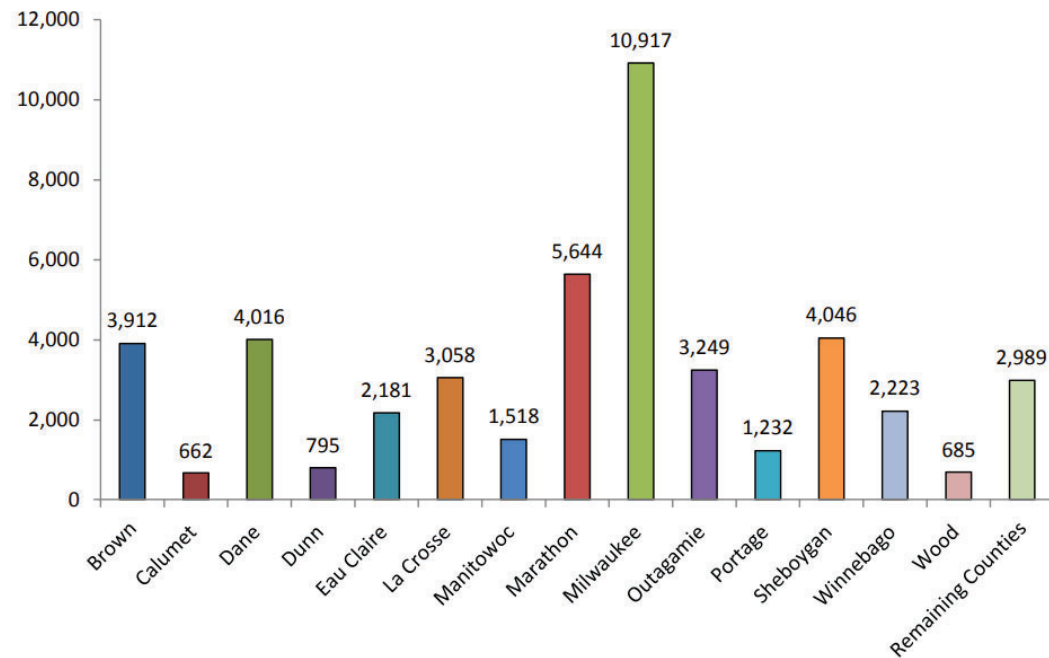
The second wave of Hmong American immigrants occurred in the early 1990s, primarily due to families being held in refugee camps in Thailand and unable to travel back to Laos.⁷⁶ While the relocation of Hmong families to the United States was delayed due to political dialogue in Washington D.C., thousands of Hmong held in Thailand refugee camps were allowed to immigrate to the United States – a significant percentage immigrating to Wisconsin. In Stevens Point, this second influx of Hmong Americans into the area was met with additional programming to reduce the knowledge gap between Hmong Americans and the rest of the

Stevens Point population. For example, the Hmong Association of Portage County and the Point Hmong Assistance Association were created in 1991.⁷⁷ While actions were taken to better assimilate Hmong culture in the area, the mid-1990s saw an uptick in racism and violence. Among younger age cohorts, for example, Hmong children established the 'Asian Knights' group to address harassing actions by White children in the area who were members of the 'Carolinas' group.⁷⁹ By 2000, 698 Hmong were residing in Stevens Point.⁸⁰

The last wave of Hmong American immigrants occurred in the mid-2000s, primarily due to the closure of the Wat Tham Krabok refugee camp in Thailand.⁸¹ The closure of the Wat Tham Krabok refugee camp resulted in 15,000 refugees relocating to the United States, with a significant percentage settling in Wisconsin.⁸² 734 Hmong were living in Stevens Point in 2010, with that number decreasing to 511 in 2020.⁸³



Refugee Act of 1980⁸⁴



Distribution of Hmong Population in Wisconsin, Circa 2010⁷⁸



5. Planning Process

"Old ideas can sometimes use old buildings. New ideas must use old buildings."^{85, 86}

Jane Jacobs
The Death and Life of Great American Cities

Chapter Five: Planning Process

The Stevens Point Historic Preservation Plan began in December of 2023 by establishing the planning objectives outlined in Chapter One. During the early months of 2024, City staff began the information-gathering phase and worked with the City’s Historic Preservation / Design Review Commission to create a public participation plan to identify key stakeholders and involve community members in developing this Plan. The public participation plan was split into two phases:

- From February to April 2024, City staff had one-on-one conversations with identified key stakeholders. These meetings provided an opportunity for City staff to provide background information on this planning initiative and identify issues and opportunities of Stevens Point’s historic preservation program.
- In May 2024, City staff released a public survey for community members to complete. This public survey consisted of questions addressing each of the above planning objectives to determine current conditions and areas that City staff should prioritize for future preservation actions. The results of the online survey are found in the Appendix.
- In May 2024, City staff held two public workshops at Mid-State Technical College that established a vision among community members for how to fulfill each objective of this Plan. Following these workshops, two walking tours occurred in May – one focused on residential development along Main Street and Clark Street, while the other focused on non-residential development within Downtown Stevens Point. These walking tours addressed actions identified during the two public workshops.

Public Workshop #1

The first public workshop was conducted on May 7, 2024, in the LEAD Center within Mid-State Technical College. During the first workshop, City staff presented this planning initiative and discussed each of the following objectives: 1.) social and cultural analysis, 2.) financial assistance, 3.) education and outreach, 4.) tourism, 5.) sense of place, and 6.) land development. Several interactive exercises were conducted during this workshop, with results shown below:

Establishing a vision for preservation. Using two large sheets of paper, two incomplete visioning statements were written on the top of the sheet. The first sheet of paper had the following sentence: ‘Today, preservation in Stevens Point is _____.’ The second sheet of paper had the following sentence: ‘Tomorrow, preservation in Stevens Point will be _____.’ Participants were asked how they would finish each sentence by writing their responses on the appropriate sheet of paper. A summary of responses for each sentence is found below:

‘Today, Preservation in Stevens Point is _____.’	
Unregulated	Inconsistent
Misunderstood	Critical
Scattered	Isolated
Uneven	Seen as a Burden by Some

‘Tomorrow, Preservation in Stevens Point will be _____.’	
Second Nature	Possible if Action is Taken Now
A Community Asset	Better Understood
Prioritized	More Prescribed and Regulated
Consistent	A Renewed Pride in our History

Sense of place within historic corridors. For the second interactive exercise, participants were split into four groups. At the beginning of the exercise, participants were asked how the streetscape aesthetic could be improved along select street segments that fall within historic areas. These improvements could focus on infrastructure (e.g., lighting, seating, street configurations, intersections, etc.), landscaping, public art, etc.). Using each of the following areas, participants provided their recommendations for streetscape improvements that enhance adjacent historic areas.

- Area #1: Main Street (Strongs Avenue to the Mathias Mitchell Public Square)
- Area #2: Clark Street (Water Street to Strongs Avenue)
- Area #3: Main Street (Fremont Street to Division Street)
- Area #4: Church Street (Shaurette Street to Arlington Place)

Public Workshop #2

The second public workshop was conducted on May 16, 2024, in the LEAD Center within Mid-State Technical College. During the second workshop, City staff presented this planning initiative and discussed each of the following objectives: 1.) overview of the administration of architectural guidelines for building and site improvements, 2.) gaps in the City’s architectural guidelines, 3.) surveying efforts and priority areas, 4.) local and national historic district nominations, 5.) regulatory reform through ordinance amendments, and 6.) implementing the Community Preservation Plan. Several interactive exercises were conducted during this workshop, with results shown below:

Establishing the purpose for recognized historic districts and sites. Using one large sheet of paper, an incomplete visioning statement was written on top. The sheet of paper had the following sentence: ‘Historic districts and sites are designed to achieve _____.’ Participants were asked how they would finish the sentence by writing their response on the appropriate sheet of paper. A summary of responses is found below:

Mapping out historic areas of Stevens Point.

Using an aerial image of the city of Stevens Point, participants were asked to locate areas of



Public Workshop: May 7, 2024

historic and cultural importance. These areas could be individual sites or a collection of properties that make up a broader district. The purpose of this exercise was twofold – 1.) to determine areas viewed as being historically significant that fall outside of a local- or nationally-recognized historic district or site, and 2.) to determine which areas should be prioritized for future surveying efforts.

Prioritizing objectives of the Community Preservation Plan. In discussing how this Plan would be implemented, participants were presented with the different planning areas that make up this Plan: financial assistance, education and outreach, tourism, sense of place, site development, architectural guidelines for building improvements, local and national district nominations, and ordinance amendments. At the beginning of this exercise, each participant was presented with six one-dollar bills. In the front of the room, sticky notes were posted on the front row of tables – each note denoting one of the planning areas. Participants were instructed to spend their money on those planning areas they most prioritized. Participants had to spend all six dollars, and they could allocate their dollars to one or more planning areas. After this exercise, planning areas received the following dollar amounts:

Prioritized Implementation Areas	
Education & Outreach	\$19
Financial Assistance	\$18
District Nominations	\$15
Architectural Guidelines	\$10
Sense of Place	\$9
Tourism	\$3
Zoning & Development	\$2
Ordinance Amendments	\$1

June – August 2024: Document Development

With observations received during the public participation phase of this Plan, City staff worked on creating a draft planning document. Frequent updates were provided to the City’s Historic Preservation / Design Review Commission during Commission meetings.

September – October 2024: Public Feedback on the Draft Plan

During these two months, City staff presented the draft Plan and solicited feedback from the City’s Historic Preservation / Design Review Commission on September 30, 2024 and October 30, 2024, and the City’s Plan Commission on October 7, 2024. Following these two conversations, edits to the Plan were made, and a public workshop was held on October 28, 2024, at Mid-State Technical College. During this workshop, City staff presented the proposed policy recommendations to community members and asked for feedback. A summary of the recommended changes is as follows:

Proposed Changes to Draft Historic Preservation Plan	
Enable non-taxable properties to be eligible for financial assistance programs.	Increase the priority of accessibility improvements along roadways.
Prioritize partnerships for future archaeological surveys.	Add women, latinos and the LGBTQIA+ community to the list of groups to conduct archival research.
Prioritize residential properties when creating new financial assistance programs.	Incorporate alternative design standards for historic buildings classified as non-contributing.

November – December 2024: Adoption.

Consistent with the Stevens Point Historic Preservation Ordinance, adopting the Community Preservation Plan required the approval of the City’s Historic Preservation / Design Review Commission, Plan Commission, and Common Council. A public hearing was conducted during the Historic Preservation / Design Review Commission on November 25, 2024, with the Commission ultimately recommending approval of adopting this Plan. A public hearing was also conducted during the Plan Commission meeting on December 2, 2024, which also recommended approval of the Plan. Lastly, the Common Council conducted a public hearing and adopted this Plan during their December 16, 2024 meeting.



6. Goals, Objectives & Policies

"The past is not the property of historians; it is a public possession. It belongs to anyone who is aware of it, and it grows by being shared. It sustains the whole society, which always needs the identity that only the past can give."⁸⁷

⁸⁸

Walter Havighurst

Chapter Six: Goals, Objectives & Policies

Goals, objectives and policies outlined within this Community Preservation Plan are tailored to each of the following areas:

1. Surveying Efforts & Priorities
2. Local and National District Nominations
3. Ordinance Amendments
4. Zoning & Development
5. Financial Assistance
6. Tourism
7. Sense of Place
8. Education & Advocacy

Surveying Efforts & Priorities

Proper surveying and documentation is the bedrock for gauging the extent of historic resources that exist within a community. Surveying an individual building, property, or series of properties is not only important in better understanding the history of Stevens Point, but it also increases public awareness for what buildings and sites should be preserved for future generations. As discussed throughout this Plan, several historical figures have shaped the local history of Stevens Point; From the Indigenous population that called Stevens Point home, to George Stevens establishing a trading post in today's Downtown area, to the immigrants who relocated to Stevens Point over the last century - surveying historical buildings and sites leads to a better understanding of key individuals from our local history. The documentation of historic buildings and sites can occur through on-site and virtual field assessments, and a key outcome of survey work is to understand if a building or site is eligible for listing on the National Register of Historic Places. This section provides recommendations for future surveying efforts that the City should pursue over the next twenty years.

Goal: Document Historic Resources Found Throughout Stevens Point

Objective #1: Create and Implement Strategies to Document Architecturally Significant Properties, Structures, and Other Site Improvements.

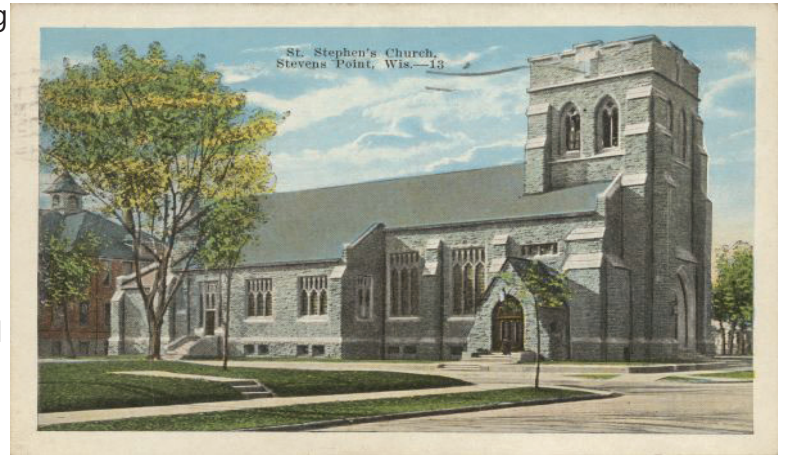
Policy 1.1: Complete a Citywide Intensive Survey by 2036.

Leading preservation organizations recommend that intensive surveys be completed every 25 years to account for historic building, site, and district changes. The City's current intensive survey was produced in 2011, and it should work to conduct a new one by 2036. In 2011, a significant number of properties within Stevens Point were not surveyed because those buildings were less than 50 years old. As over 95% of buildings located in Stevens Point were constructed before 2011, the City should look to conduct a citywide survey.

Policy 1.2: Resurvey the Proposed Church of the Intercession – St. Stephens R.C. Church Historic District.

The city block bounded by Church Street, Clark Street, Pine Street, and Ellis Street was identified in the 2011

Intensive Survey Report as being eligible for listing on the State and National Register of Historic Places – named the Church of the Intercession – St. Stephens R.C. Church Historic District. Since 2011, a building located at the southeast corner of this city block has been demolished, and significant deterioration of the steeple on the Church of the Intercession has occurred. Community advocates, including the Church of the Intercession's property owner, have prioritized a nomination of this proposed district to allow for state and federal tax credits to fund rehabilitation work on the Church of the Intercession. Given the changes to this proposed historic district since 2011, this city block should be resurveyed to ensure it is still eligible for listing on the State and National Register of Historic Places.



St. Stephen's Church⁸⁹

Policy 1.3: Resurvey the Proposed Pine Street – Plover Street Historic District.

The Pine Street - Plover Street Historic District, proposed within the 2011 Intensive Survey Report, has been identified by community stakeholders as being prioritized for future national historic district nominations. The Wisconsin State Historic Preservation Office requires that a proposed district subject to a nomination request be surveyed within the last 20-25 years. Should this proposed national historic district be designated before 2031, this historic district will need to be resurveyed.



1921 Plover Street

Policy 1.4: Prioritize Areas in Stevens Point for Future Surveying Efforts.

Various areas within Stevens Point have been identified by community stakeholders to be given priority status for future surveying efforts – arguments including areas not being surveyed in 2011, areas concerned to have experienced loss of historic integrity, and areas believed to have local significance. Priority areas include:

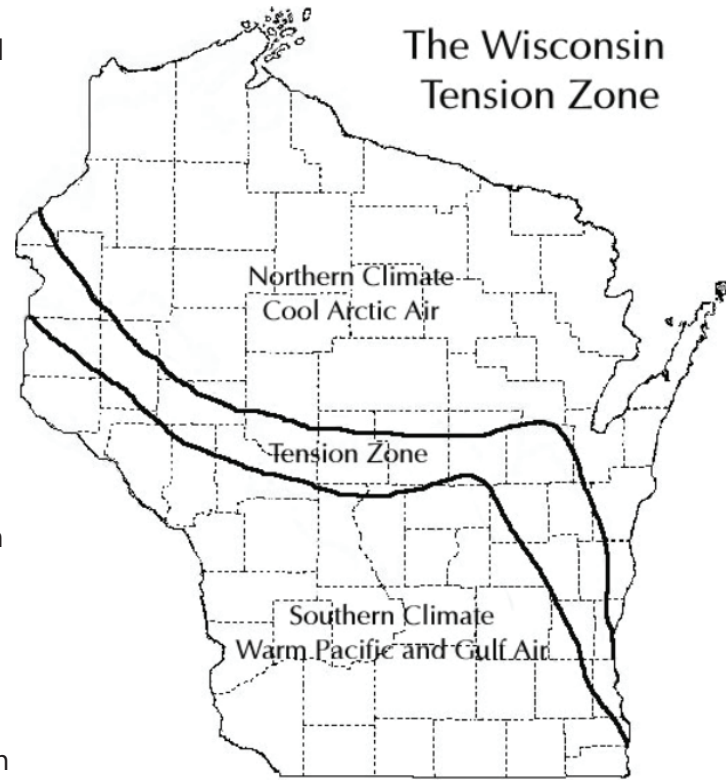
- Properties surrounding the Canadian National Railway from the Wisconsin River to Michigan Avenue
- The institutional district comprising of St. Joseph's Catholic Church, Jefferson Elementary School, and St. Paul Lutheran School.
- Post-World War II housing development along Green Avenue, Ridge Road, and Janick Circle North
- Old Main Neighborhood.
- Buildings that have reached 50 years of age since 2011.

Objective #2: Analyze and Promote the History of Stevens Point's Ethnic Groups Through the Built Environment.

Policy 1.5: Prioritize Areas in Stevens Point to Conduct an Archeological Survey.

Stevens Point is located in an area of rich indigenous significance. Stevens Point is located at the divergence

between the Ojibwe and Menominee Tribal Nations and within the Wisconsin Tension Zone. The Wisconsin Tension Zone is where the northern boreal and southern oak forests converge, resulting in a wildlife-rich habitat that the Ojibwe and Menominee Nations utilized for habitation. The City should work with the Native American Center at the University of Wisconsin – Stevens Point to plot areas within city limits that may have archeological significance. Once these locations are identified, the City, in partnership with the University and other stakeholders, should look to conduct a Phase I Archaeological Survey of these locations.



Wisconsin Tension Zone⁹¹

Policy 1.6: Promote Future Research and Documentation of the Following Groups within Stevens Point: the Indigenous Population, Eastern and Western Europeans, Scandinavians, Hmong, Women, Latinx & LGBTQIA+.

Historically, Stevens Point has had a good track record of continuously documenting historic buildings and sites within the Downtown and Clark Street Historic District. However, no efforts have been made to tie Stevens Point’s cultural identity to its historic sites and areas.

For future surveys and archival research, a deeper examination of the cultural and societal influence on a particular building or site should be a requirement. Given the diminished documents on particular ethnic groups, surveyors may need to rely on one-on-one interviews with selected stakeholders to assist in their research – methods typically not conducted during a traditional historic survey.

It is important to note that incorporating research on particular ethnic groups may not lead to a building, site, or district being eligible for listing on the State and National Register of Historic Places. While discovering additional eligible nominations is always welcome, the need to document the above ethnic groups is to assist in some of the educational and outreach recommendations highlighted below (e.g., interpretive signage and plaques, tours, and other storytelling methods).

Policy 1.7: Encourage Surveys to be Conducted for Future Targeted Area Master Plans.

With the adoption of this Plan, the City is working on creating neighborhood plans for defined areas of the City. A standard recommendation from adopted neighborhood plans is to produce a targeted area master plan. A targeted area master plan provides focused planning strategies on a small geographic area, with strategies ranging from housing to transportation to redevelopment. Where conservation is requested for neighborhood and commercial revitalization, identifying an area’s potential historic integrity is necessary to assist in promoting area identity and marketing efforts.

Local and National District Nominations

Historic districts on the local and national level are established for a variety of different reasons -- to highlight common architectural features that exist in an area, to highlight a community’s social, cultural, ethnic or historical significance, to better protect the structural integrity of buildings and other improvements, and to provide financial assistance to property owners of a historic building. As discussed earlier in this Plan, Stevens

Point is home to two national historic districts, three local historic districts and a scattering of local landmarks designated on the local and national level. While City leaders have laid the groundwork in designating and protecting historic buildings, public input received throughout this report highlights the need to designate additional districts and sites.

Goal: Locate Stevens Point’s Historic Inventory that is of Local, Statewide and National Importance.

Objective #1: Identify and Promote Districts and Sites that are Eligible for Listing as a Local Historic District or Local Landmark.

Policy 2.1: Designate the City Block Bounded by Clark Street, Division Street, Ellis Street, and Rogers Street to the Downtown Design Review District.

When the City established the Downtown Design Review District and Clark Street Historic District in the 1980s, this City block was excluded from a local historic district nomination due to the flooding threat in this area. In the 2000s, a levy was installed along the Wisconsin River to address flooding concerns, which removed this City block from the 100-year floodplain.

A rising trend in communities is to place some level of building and site design oversight on areas surrounding local historic districts. Given that this City block is located between two local historic districts – connected through two arterial streets – the City should look to add this City block to the Downtown Design Review District to achieve aesthetic harmony between these two historic areas.

Policy 2.2: Expand the District Boundary of the Clark Street Historic District to Match the Boundary of the Clark Street – Main Street Historic District.

While the local Clark Street Historic District consists of properties abutting Clark Street, the national Clark Street – Main Street Historic District includes properties abutting Main Street from Downtown to Fremont Street. Communities tend to seek identical district boundaries for local and national historic districts to ensure that national historic districts retain their historic integrity through local regulatory means. As shown in the district boundaries below, one contradiction is that Seramur Park is located within the Clark Street Historic District and does not fall within the Clark Street – Main Street Historic District. Given the local significance that the park property has as a former school, this Plan would recommend that the Seramur Park property be retained under a local historic district boundary.

Lastly, it is important to note that expanding the district boundary would provide additional financial assistance to these property owners. A common theme discussed during the creation of this Plan was that while ample local financial assistance programs are offered for non-residential uses, there are no local financial assistance programs for single- and two-family residential properties. Should the recommended financial assistance programs in this Plan be created, it would enable further investment for properties along Main Street – potentially allowing for more significant usage of the State and National Rehabilitation Tax Credit Program.

Policy 2.3: Promote Dialogue with Property Owners of Historic Sites to Encourage Local Landmark Designation Requests.

The City has had a local landmark designation program since the 1980s, with 27 buildings currently designated. Most of these buildings were designated between 1986 and 1989; however, only three buildings have been designated post-2000.

As shown within Chapter Four, the 2011 Intensive Survey Report has identified dozens of individual sites

and buildings that are eligible for listing on the National Register of Historic Places. The City should begin a conversation with property owners of eligible national sites, focusing on the historic or architectural significance of the building and the value in being designated as a local landmark, and discuss the process for designation. Depending on the situation, the City should identify ways in which a landmark designation would benefit the property owner. For example, the City worked with the property owner of the Central City Iron Works Building (2041 Madison Street) in 2024 to designate the building as a local landmark. The Central City Iron Works Building was repurposed as part of a larger adaptive reuse project. As no exterior improvements were planned on the building, the property owner sought to achieve local landmark status to allow for less stringent Building Code requirements for interior improvements.

Policy 2.4: Require Property Owner Consent for Local Historic District Nominations.

Any interested party may petition the Historic Preservation / Design Review District to designate a specific geographical area as a local historic district. The City’s Historic Preservation Ordinance outlines the process for creating a local historic district, including the public hearing requirement and the review standards on which the Commission must base its decision for a potential district designation. However, the City’s Historic Preservation Ordinance does not require consent from impacted property owners to create a local historic district. Rather than requiring a certain percentage of property owners to agree to be in a local historic district, this policy recommendation states

that no more than 50% of property owners who fall within a proposed local historic district may object to a local designation. Prohibiting more than 50% objection to a district request is similar to other processes outlined within Wisconsin Statutes, such as creating a business improvement district.



1040 Ridge Road

Objective #2: Continually Evaluate Districts and Sites that are Eligible for Listing on the State and National Register of Historic Places.

Policy 2.5: Prepare a report of each eligible National Historic District every five years.

The city has four districts that are eligible for listing on the National Register of Historic Places. The Historic Preservation / Design Review District should produce reports highlighting key initiatives during the prior year that impact the proposed national historic districts, exterior building, and site improvements conducted on these properties and highlight new outreach recommendations. The report should be published during National Historic Preservation Month in May and should be sent to all property owners who fall within eligible national historic districts.

Objective #3: Promote the Designation of Historic Resources for State and National Accreditation.

Policy 2.6: Designate the Church of the Intercession – St. Stephens R.C. Church Historic District to the National Register of Historic Places if a Future Intensive Survey Confirms Eligibility to the National Register.

As stated within Policy 1.2, this Plan recommends that the proposed Church of the Intercession – St. Stephens R.C. Church Historic District is resurveyed to determine if it is still eligible for listing on the National Register of Historic Places. If the survey determines that eligibility still exists, the City should work expeditiously to

designate this district to the National Register of Historic Places. Given financial constraints through the City’s Capital Improvement Plan, the City should prioritize seeking grant funding through the Certified Local Government Program, administered by the Wisconsin Historic Preservation Office.

Policy 2.7: Designate the Pine Street – Plover Street Historic District to the National Register. Through the creation of this Plan, stakeholders have identified the Pine Street – Plover Street Historic District as having the highest priority to be designated on the National Register of Historic Places. This determination came to be due to the impact that a district designation would have – the Pine Street – Plover Street Historic District is the most significant proposed national district regarding the number of properties – and by providing another funding source for residential property owners of historic buildings. As part of a national historic district nomination, the State Historic Preservation Office requires community engagement with impacted property owners. Once the City determines a rough timeline for when nomination papers would be sent to the State Historic Preservation Office, Community Development Department staff should work in earnest to hold neighborhood meetings with impacted property owners to discuss the potential nomination, benefits of being located within a national historic district and identify potential concerns that may exist.

Policy 2.8: Prioritize Buildings and Properties Under City Ownership for National Register Nominations.

A common theme discussed during the community engagement phase of this planning process is that the City should take a more active role in preserving historic sites and architecturally significant buildings under their ownership. The 2011 Intensive Survey Report has identified several City-owned buildings and sites eligible for national designation, including:

- Iverson Park (4201 Main Street): Ten buildings and improvements, including the memorial monument, Jefferson Street entrance gates, and bath house.
- Sewage Treatment Plant (300 Bliss Avenue).
- Bukolt Park.

The City should consult with other long-range planning documents in conjunction with a national register nomination. For example, the City’s Comprehensive Outdoor and Recreation Plan should be reviewed for proposed building improvements on Bukolt Park and Iverson Park.

Ordinance Amendments

In communities across the United States, an impactful way to ensure the significance of historic buildings and sites for future generations is through regulatory reform. As discussed in Chapter Two, the City of Stevens Point is granted police powers to adopt and enforce regulations that govern historic structures and improvements. While most communities have a historic preservation ordinance - required to be designated as a Certified Local Government - recently, municipalities are being creative with regulatory reform to address key preservation issues that exist in the twenty-first century. This section outlines proposed amendments to ordinances found within the Stevens Point Revised Municipal Code that governs, either directly or indirectly, historic preservation.

Goal: Provide Regulatory Controls that Preserves and Protects Stevens Point’s Historic Inventory.

Objective #1: Ensure that the Stevens Point Historic Preservation Ordinance Provides Safeguards for the City’s Historic and Cultural Resources.

Policy 3.1: Adopt a Demolition Delay Ordinance.

The Historic Preservation / Design Review Commission's Design Guidelines permit the Commission to delay a vote on building demolition requests for a period not to exceed 365 days. During this period, the Commission is tasked with working with City staff and the property owner(s) in question to determine alternatives to demolition for the building.

Communities across the United States begun adopting a demolition delay ordinance to ensure that a careful and thoughtful decision-making process occurs prior to a potential demolition of a historic building. Under this recommendation, the City should carry over the 365-day demolition delay provision from the Commission's Design Guidelines to the City's Historic Preservation Ordinance.

The current demolition delay provision only applies to buildings within a local historic district or designated as a local landmark. Within the City's Historic Preservation Ordinance, the following resources should also fall under the protection of a demolition delay ordinance:

- Properties listed on the National Register of Historic Places that are not designated as local landmark property or fall within a local historic district.
- Properties eligible for listing on the National Register of Historic Places, both as an individual building/property and as a broader district.

Policy 3.2: Incorporate Economic Hardship Provisions within the City's Historic Preservation Ordinance.

Over the years, property owners of historic buildings have expressed concern about meeting the architectural requirements of the Historic Preservation / Design Review Commission's Design Guidelines due to the economic hardship that they would experience. As such, some property owners withhold rehabilitation projects on their historic buildings due to the rising cost of materials. Communities across the United States, such as the City of Madison, Wisconsin, have begun adopting economic hardship provisions within their historic preservation ordinances.

An economic hardship ordinance in Stevens Point would enable the Historic Preservation / Design Review Commission to grant a variance from its' Design Guidelines to property owners who can prove that the strict application of the design guideline(s) would result in unnecessary financial hardship or would otherwise deny a return on investment that is deemed reasonable by the Commission. Under an economic hardship ordinance, a property owner may not perform a building or site improvement that is not historically significant – rather, the Commission would work with the petitioner to determine an alternative project plan that a.) meets the original scope of work as requested by the applicant, b.) is less expensive and c.) would still preserve the historical integrity of the building, site, and district that it is located within.



Historic Fire House #2

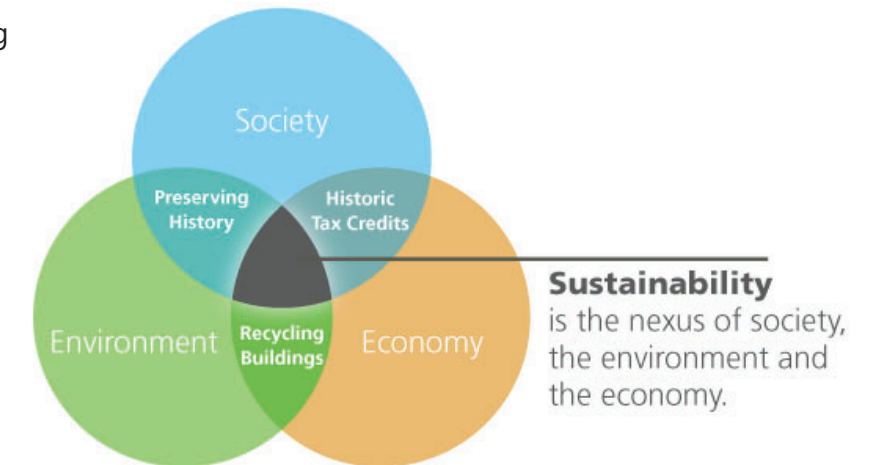
Policy 3.3: Consider Requiring Façade Easements for Building Projects Receiving Financial Assistance from the City.

Stevens Point has several buildings of historic, social, and cultural significance that are not under the oversight of the City's Historic Preservation Ordinance. For historic resources that fall within a national historic district, along with those that are considered eligible for designation on the National Register of Historic Places, property owners may receive local financial support through low-interest loans, grants, and other funding mechanisms. Should the City provide public dollars to these properties for exterior building improvements, the property owner should enter into a façade easement agreement with the City. Under a façade easement, the property owner would agree to certain provisions, such as the restriction to demolish a historic building and performing future improvements inconsistent with the site's historic nature.

Objective #2: Ensure that the Historic Preservation / Design Review Commission's Design Guidelines are Reflective with 21st Century Practices for Improvements to Historic Resources.

Policy 3.4: Promote the Adaptive Reuse of Historic Buildings as a Sustainability Initiative.

In the past, historic buildings across the country have been demolished to make way for new construction, as the cost for new construction was less than an adaptive reuse project on existing historic buildings. Given the rising cost of new construction, along with local, state, and federal financial assistance tied to historic buildings, it is often cheaper to rehabilitate historic buildings for new uses. The City should work with community stakeholders to present this message to property owners, prospective developers, and builders to promote the occupancy of vacant historic buildings located in Stevens Point.



Stevens Point City government and the broader community have historically prioritized sustainability through various means. Incorporating sustainability in historic preservation should be better publicized to extend the lifespan of existing built resources, reduce the amount of construction waste in landfills, and promote social and cultural vitality within neighborhoods and commercial corridors.

Policy 3.5: Encourage the Reusing of Building Materials for Historic Buildings that were Demolished.

Although it is uncommon for historic buildings to be demolished, the City should require that certain building materials be salvaged when feasible. For example, signage tied to a longstanding company in a historic building should be saved and donated to a third-party organization for the public's viewing pleasure. Additionally, salvaged materials could be resold to be used on other historic buildings if it is historically appropriate.

Policy 3.6: Incorporate Sustainable Design Standards within the Historic Preservation / Design Review Commission's Design Guidelines.

The Historic Preservation / Design Review Commission's Design Guidelines were last adopted in 2014. While significant changes were made to protect the city's historic resources, it needs to elaborate on sustainable improvements that could occur on a historic building. In amending the Commission's Design Guidelines, the

following should be incorporated:

- Allow for the placement of a ground-mounted solar array so long as it is not visible from a public right-of-way. City zoning requirements will still apply.
- Allow for the placement of roof-mounted solar arrays so long as they are not visible from a public right-of-way.
- For historic buildings that have asphalt shingles, allow for their replacement with a solar shingle. Such a replacement should be classified as a 'minor work.'
- Permit green roofs with the condition that plant vegetation is not visible from a public right-of-way.

Policy 3.7: Adopt Design Guidelines About the Commercial Use of a Historic Building's Rooftop.

Most historic buildings in Downtown Stevens Point cannot support rooftop activation due to mechanical equipment placement on the roof. For existing development that can support rooftop access, the Historic Preservation / Design Review Commission should amend the 'Roofs' section of its Design Guidelines to ensure appropriate design considerations protect the building's historic integrity.

When new construction occurs, the developer should work to provide rooftop space, particularly for multi-family residential and commercial building. Allowing for rooftop space will promote Downtown vibrancy and improve the commercial vitality of its location.



Rooftop Activation of a Historic Building
Loveland, Colorado⁹²

Objective #3: Uplift the Historic Preservation / Design Review Commission to Ensure that it has the Resources Available to Implement Preservation Strategies Identified within this Plan.

Policy 3.8: Provide Training Opportunities for Historic Preservation / Design Review Commission.

Historic Preservation / Design Review Commission members and applicable City staff should regularly attend seminars, trainings, workshops, and conferences offered by the National Trust for Historic Preservation, Wisconsin Historic Preservation Office, Portage County Historical Society, and other sources. These training opportunities will ensure that commissioners and City staff are up to date with new innovative strategies in historic preservation and have the appropriate skills and knowledge to execute their essential functions.

Zoning & Development

Historic preservation as a practice typically involves smaller improvements to a building, such as windows, doors, and tuckpointing. However, larger development such as building additions and new construction can have a significant impact on the integrity of a historic district. Careful consideration is needed to ensure that municipal ordinances and land use plans, such as the Stevens Point Zoning Ordinance, Sign Ordinance, and the Comprehensive Plan, does not conflict with the architectural requirements for historic buildings.

Goal: Connect Preservation Strategies with Zoning, Site Development and Growth Management Tools.

Objective #1: Achieve Consistency Between the Historic Preservation / Design Review Commission's Design Guidelines and the City's Zoning Ordinance.

Policy 4.1: Create Conservation Districts Matching Eligible National Historic District Boundaries.

Communities across Wisconsin, such as the City of Madison, have created conservation districts for areas of historic significance not located within a historic district. Conservation districts act as overlay districts within a zoning ordinance, whose focus centers on conserving essential physical characteristics of a defined area. While a conservation district would focus less on building materials, for example, it would focus more on promoting consistency between existing and new development through physical development. As such, a conservation district would provide regulatory oversight on preserving uniform lot features (e.g., lot configurations and setbacks), uniform building components (e.g., roof styles and front porches), and uniform streetscape attributes (e.g., landscaping and lighting).

The City should look to designate eligible national historic districts on the National Register of Historic Places. If, after consulting with impacted property owners, that designation is not recommended, the City's Historic Preservation / Design Review Commission and Plan Commission should work to establish conservation districts within the Stevens Point Zoning Ordinance.

Policy 4.2: Consolidate and Match Applicable Rules and Regulations Between the Design Guidelines and Zoning Ordinance.

Compliance with the Historic Preservation / Design Review Commission's Design Guidelines and the Stevens Point Zoning Ordinance are required for specific historic building and site improvements. Under these situations, consistency in regulations and terminology between the two regulatory documents is necessary. Areas for the Historic Preservation / Design Review Commission and Plan Commission to amend language between their respective regulatory documents include the following:

- Create uniform definitions among shared terms.
- Evaluate and amend building development standards (e.g., minimum setback requirements, maximum building height allowances, etc.) between what the Stevens Point Zoning Ordinance requires and the existing building form.
- Evaluate land use standards within residential neighborhoods and commercial districts to promote reusing historic resources.
- Create separate landscaping guidelines within the Stevens Point Zoning Ordinance for properties in the Downtown Design Review District.
- Amend the provisions of the Stevens Point Sign Ordinance regarding wall signs and projecting signs. For example, the Historic Preservation / Design Review Commission's Design Guidelines prohibit illuminated signs, while the Sign Ordinance allows signs on canopies, freestanding signs, and wall signs to be illuminated.

Objective #2: Integrate Historic Preservation Goals with the City's Comprehensive Plan.

Policy 4.3: Amend the 'Downtown District' Future Land Use Criterion to Prioritize Mixed-Use Development Among Historic Buildings Along Main Street and Clark Street within the Downtown Design Review District.

The Stevens Point Comprehensive Plan is a long-range planning document that provides direction to guide future planning and community decisions. In Wisconsin, State Statutes require comprehensive plans to address nine different topic areas – one of which is land use. Within the land use criterion is a section on future land use, which assigns each parcel within City limits with a designated future land use criterion. The criterion used for most of the Downtown Design Review District is the 'Downtown District' criterion, defined as to "allow for and promote high-density office, retail, housing and public uses, preferably in mixed-use buildings." For buildings along Main Street and Clark Street from Water Street to Rogers Street, excluding the existing single- and two-family residential uses east of Associated Bank, the definition 'Downtown District' should be amended to require mixed-use buildings.

Policy 4.4: Promote the Rooftop Activation of Historic Buildings within the 'Housing' and 'Land Use' Elements of the Stevens Point Comprehensive Plan.

Local preservation stakeholders have recognized the desire to promote rooftop activation for existing buildings and new developments in Downtown Stevens Point. The Stevens Point Plan Commission should work to amend the 'Housing' and 'Land Use' elements of the City's Comprehensive Plan to acknowledge that the rooftop use of three-plus-story buildings is encouraged for new development.

Policy 4.5: Encourage the Adaptive Reuse of Historic Buildings, Particularly Vacant Second Floors, as an Option to Meet Affordable Housing Demand.

City leaders have recognized that a shortage of housing exists, as evidenced by the City's 2017 Housing Study. Some historic buildings in the downtown area are vacant on the second floor partly due to rehabilitation costs, occupancy restrictions, and building code limitations. The City should look to spur further housing accommodations within the Downtown through financial assistance for interior rehabilitation projects, development incentives for appropriate new development, and amending occupancy regulations through the Stevens Point Zoning Ordinance and Property and Maintenance Code.

Financial Assistance

As the age of a historic building increases, so too does the long-term maintenance needed. Throughout the public participatory phase of creating this Plan, property owners of the city's historic inventory have expressed a desire for City government to take a more active role in providing financial assistance - both through direct and indirect means. This section highlights opportunities where the City can provide financial resources to property owners to encourage them to perform maintenance work on their building and site.

Goal: Facilitate the Financial Investment of Historic Resources Found in Stevens Point.

Objective #1: Encourage the City to Play an Active Role in Creating New Financial Assistance Programs and Making Targeted Revisions to Existing Financial Assistance Programs.

Policy 5.1: Amend the City's Façade Improvement Grant Program to Encourage Greater Use.

Since the early 2010s, the City has administered a Downtown Façade Improvement Grant Program. The Façade

Grant program allows commercial and mixed-used buildings within the Tax Increment Finance District No. VI to apply for 40% matching funds on the total costs for eligible exterior building improvements. \$100,000 is provided annually to the Façade Grant Program. While the Façade Grant Program has experienced considerable usage over the last five years, targeted revisions to program requirements could occur to increase interest and utilization. Such revisions include:

- Increasing the annual allocation of funds into the program from \$100,000 to \$120,000
- Permitting door and window improvements as an eligible improvement by itself.
- In the 'Ranking Order of Applicants' section, add that priority will be given to projects that receive rehabilitation tax credits through the State Historic Preservation Office.
- Require that awarded projects must be completed within 18 months versus the current 12-month requirement.
- Allow grant applications to be reviewed and approved by the Designated Agent instead of requiring approval by the Historic Preservation / Design Review Commission. Note that most grant requests include a scope of work considered a 'major work' per the Commission's Design Guidelines, which would still require approval from the Commission.

Policy 5.2: Promote the City's New Downtown Window Reopening Grant Program.

In 2023, the City created a new financial assistance program providing funds targeting former windows on a Downtown building that was filled in with brick or boarded up. As this is a new program, the Historic Preservation / Design Review Commission and City staff should work to publicize the new grant program by providing direct mailers to eligible property owners, providing resources for finding appropriate windows and explaining the application process.

Policy 5.3: Create a Revolving Loan Fund for Building Rehabilitation Projects.

Communities across Wisconsin, such as the City of Green Bay, have established a revolving loan fund for historic buildings. A revolving loan fund would provide a loan from the City to a property owner to conduct exterior improvements to their historic building. Most communities open their revolving fund to all buildings that make up their historic inventory, including properties eligible for listing on the National Register of Historic Places. If a revolving loan fund is created in Stevens Point, the City's Historic Preservation / Design Review Commission and Redevelopment Authority will work together to establish program requirements. A revolving fund should provide up to \$10,000 in payments and be prioritized for projects that will also receive Rehabilitation Tax Credits (property owners must provide a minimum contribution of \$10,000 to be eligible to receive tax credits. Suppose the City's Redevelopment Authority does not have the funding to finance the loan program. In that case, the City should partner with outside partners, such as the Stevens Point Housing Authority, local corporations and foundations, to receive appropriate funding.

Policy 5.4: Partner with the Downtown Business

**HISTORIC PRESERVATION
REVOLVING LOAN FUND
(HPRLF)**

Program Mission:
Offering low-interest loans to owners of historic properties for both rehabilitating historic buildings and securing state historic rehabilitation tax credits for property owners.



Revolving Loan Fund
City of Green Bay, Wisconsin⁹³

Improvement District to Create a Commercial Revitalization Fund.

Realtors and prospective business owners have recognized that while financial assistance to perform improvements on the exterior of historic buildings helps to obtain occupancy of a commercial space, the biggest barrier is the interior costs associated with remodeling a space to meet building code requirements.

The City of Milwaukee maintains a Commercial Revitalization Fund that provides grant funding to occupy vacant storefronts and to perform interior renovation of a storefront unit. The Commercial Revitalization Fund includes four programs, including the Retail Investment Fund. The Retail Investment Fund provides up to \$5,000 per full-time job created or 40% of eligible costs, whichever is less. This Fund aims to promote the occupancy of commercial storefronts, which will result in job creation. The Downtown Business Improvement District should partner with relevant agencies to establish a grant program and outline minimum requirements.

Policy 5.5: New Financial Assistance Programs Should Prioritize Single- and Two-Family Residential Areas.

All City-administered financial assistance programs apply only to commercial and mixed-use buildings, leaving single- and two-family historic property owners to find financial assistance for rehabilitation work. In creating new local financial assistance programs, the City should work to ensure that residents of the Clark Street Historic District and eligible national historic districts can utilize these new financial resources.

Objective #2: Promote Outside Financial Assistance Programs to Owners of Historic Resources.

Policy 5.6: Provide Technical Assistance to Property Owners in Submitting Rehabilitation Tax Credit Applications.

Two tax credit projects were approved and completed in the last twenty years. One reason for the lack of tax credit projects occurring within the Mathias Mitchell Public Square and Clark Street – Main Street Historic Districts is due to the questions that property owners face in completing nomination papers for tax credits. As the City has ample historical data, City staff should work with prospective tax credit applicants in submitting their request to the State Historic Preservation Office.

Policy 5.7: Publicize and Encourage State and National Historic District Property Owners to Apply for Tax Credits.

With only two tax credit projects being approved and completed over the last twenty years, additional education and outreach is needed by City staff to eligible property owners. City staff should engage with eligible property owners by explaining eligible projects for tax credits, the application submittal, and reporting requirements. Outreach with property owners should start via mailers and should occur yearly, particularly during the late winter months.

Policy 5.8: Create a Comprehensive List of State, Federal, and Non-Profit Funding Sources and Publish it on the City's Website.

A significant number of financial resources exist for property owners of historic buildings, with such resources available through local, state, and federal agencies. The City should create and continually update a list of available funding sources. Key information that should be conveyed is eligible projects, minimum and maximum financial awards, the application process, and any reporting requirements that may exist.

Policy 5.9: Prioritize Community Development Block Grant Funds for Historic Areas Not Within a Local

Historic District and Design Review District.

The Community Development Block Grant Program, offered through the U.S. Department of Housing and Urban Development, provides financial assistance for various community development activities, including historic preservation. While the City has not prioritized Community Development Block Grant funding in the past due to the extensive reporting requirements, award amounts can be significant. The Community Development Block Grant Program should be explored for larger city projects requiring a higher financial cost, including property rehabilitation, public facility projects and improvements, clearance activities, and engineering costs. To the greatest extent possible, priority should be given to the city's historic inventory outside a local historic and design review district.

Tourism

Until recently, tourism has been considered disconnected with preservation activities in communities. Over time, however, preservationists have found that both tourism and historic preservation can compliment one another - to achieve greater visibility of historic buildings, to bring more visitors to a historic district, and to highlight the economic impact that tourism has for historic areas. As City leaders recognize that partnerships can occur with private organizations and stakeholders to promote tourism activities in historic areas, this section proposes actionable steps to activate heritage tourism in Stevens Point.

Goal: Promote Heritage Tourism by Showcasing Stevens Point's History and Culture.

Objective #1: Connect Preservation Initiatives with Heritage Tourism Activities and Programming.

Policy 6.1: Create a Plaque Program to Showcase Historic Buildings, Sites, and Improvements, Both Existing and Lost.

The City's Historic Preservation / Design Review Commission began work in 2022 to create a uniform plaque program modeled on a similar program from the City of Oshkosh, Wisconsin. While work on creating a plaque program has been on hiatus, the Commission should still work to establish one. Creating a plaque program is important to actively promote and identify historic locations and events of local, state, or national importance.

Policy 6.2: Partner with the Portage County Historical Society to Create a Virtual Walking Tour of Stevens Point's Historic Areas.

Conducting walking tours is a great way to highlight the City's cultural and civic pride through a storytelling approach. In recent years, community members have preferred to do a self-guided tour through an online platform. The City and the Portage County Historical Society, both having a large historic collection of books, photographs, and audio files, should work together to create an online interface capable of supporting a self-guided tour. Once created, the self-guided tour should be uploaded to the City's mobile app and advertised to residents and visitors once created.

Policy 6.3: Collaborate with the Stevens Point Area Convention & Visitors Bureau & Portage County Historical Society in Submitting a Grant Application Through the Wisconsin Heritage Tourism Program.

In the 1990s, the Wisconsin Department of Tourism established the Wisconsin Heritage Tourism Program. The

Program is intended for a municipality, its local tourism organization, and its local historical society to partner and receive technical advice from the Wisconsin Department of Tourism to produce long-term development plans, preservation, and marketing approaches resulting in increased tourism. Several projects in Wisconsin have been completed due to being enrolled in the Wisconsin Heritage Tourism Program, such as the Timber Trails in the Chippewa Valley region and the Heritage Highways created along Lake Superior communities. The City should work with the Stevens Point Area Convention & Visitors Bureau & Portage County Historical Society to create a project proposal and submit a program application.



Mathias Mitchell Public Square

Policy 6.4: Assess Historic Buildings and Sites that Contribute to Heritage Tourism.

Stevens Point has several historic buildings that contribute to its tourism economy, such as the Stevens Point Brewery and Old Main at the University of Wisconsin – Stevens Point. The City should work with the Stevens Point Area Convention & Visitors Bureau to conduct an audit of its’ historic inventory and determine which buildings and sites are considered tourist attractions. Once these buildings and sites are identified, the City and Stevens Point Area Convention & Visitors Bureau should produce marketing materials and publicize these locations through future tourism efforts.

Policy 6.5: Work with Community Organizations to Establish a History Museum or Facility in Stevens Point.

While the City and community organizations have made significant progress in promoting historic materials and artifacts to the public, they do so without a history museum or comparable facility in Stevens Point. Having a history museum would allow residents and visitors to interpret the history of Stevens Point, along with the need to preserve its historical, architectural, cultural, and societal resources. The City also has several documents and other artifacts that could be better suited as part of a history museum. While this recommendation will take years, the City should work with relevant organizations, institutions, and stakeholders to prioritize this for future planning.

Policy 6.6: Develop Branding Materials to Highlight Heritage Tourism Attractions in Stevens Point.

City staff and local organizations should partner to produce marketing strategies and materials to highlight heritage tourism attractions. Such materials should include more traditional publications such as maps, fliers and resources on online platforms, but also less traditional publications such as conducting bike tours of Stevens Point’s historic attractions.

Sense of Place

A successful preservation program in a community expands not only to a building or site, but also the surrounding streetscape. For decades, preservationists have sought to intergrate preservation principles within streetscape enhancements to achieve the following task - can a visitor of a community recognize that they are driving in a historic district without interpretive signage and monuments being present. This section

seeks to recommend specific improvements to streetscapes in Stevens Point to make historic districts more recognizable beyond building architecture.

Goal: Increase the Visual Recognition of Historic Resources.

Objective #1: Identify Streetscape Enhancements that Contributes to Adjacent Historic Buildings and Sites.

Policy 7.1: Support Public Transit Improvements Along Arterial and Collector Streets.

A vibrant transportation corridor is an area where multiple modes of transportation are provided in a safe and welcoming environment. One type of transportation accommodation is public transportation. Along Main Street and Clark Street, which serves the City’s downtown historic area and the Clark Street Historic District, one dozen bus stops are scattered along these two streets. While an appropriate number of bus stops exist, efforts should be made to make these bus stop locations safe and comfortable for potential users. Such efforts include providing bicycle parking at bus stops, increasing lighting, providing heated shelters at targeted locations, and improving its visibility. City staff should work with the City’s Central Transportation to determine financial mechanisms to support such bus stop improvements.



Clark Street, Looking West

Policy 7.2: Provide More Illumination and Public Art Along the Church Street Underpass.

The Church Street underpass is surrounded by multiple buildings eligible for listing in the National Register of Historic Places, such as the Wisconsin Central/Soo Line Railroad Depot, Soo Line Engine & Caboose, and the Canadian National Railroad Yard Complex. The Church Street underpass, located on an arterial street serving the aforementioned historic resources, is viewed as unwelcoming and unsafe for commuters in the area, particularly for bicyclists and pedestrians. Increasing lighting at the underpass would improve the perceived safety of the underpass while incorporating public art is a tasteful approach that would complement the adjacent historic area north of the railroad.

Policy 7.3: Collaborate with the University of Wisconsin – Stevens Point to Incorporate Landscaping Improvements and Public Art Along Main Street in Front of Old Main.

The University of Wisconsin – Stevens Point maintains a presence along Main Street, contributing to the Clark Street – Main Street Historic District. The University’s Facilities Management Department maintains a Campus Landscaping Plan, identifying locations for new landscaping and the type of species preferred. City staff and University officials should work together to determine appropriate landscaping and public decorations to install within the Main Street Right-of-Way between Reserve Street and Fremont Street.

Policy 7.4: Work with the Downtown Business Improvement District to Provide Flowers and Other

Low-Rise Vegetation Along Main Street and Clark Street.

Downtown business owners have identified a desire for a beautification campaign by planting flowers and other vegetation at targeted locations. Flowers and other low-rise vegetation planted in the ground or low-rise planters are not preferred due to their collection of garbage and other refuse materials. The Stevens Point Alliance and Downtown Business Improvement District, two organizations promoting vitality in Downtown Stevens Point, should determine landscaping improvements agreed upon by business owners that complement the historic streetscape of these two corridors.



Old Main
University of Wisconsin-Stevens Point

Policy 7.5: Evaluate and Implement Lighting Improvements that are Context-Sensitive.

Improving the lighting along historic streetscapes is crucial to providing a safe environment for foot traffic. City staff should work to establish a policy for the type of light fixture that is recommended to be installed along streets that intersect historic areas. Light fixtures installed along Third Street in the 2010s should be used as a template. As State highways intersect Stevens Point historic areas (i.e., Centerpoint Drive, Water Street, Main Street, and Clark Street), the City should have and maintain dialogue with Wisconsin Department of Transportation officials to determine their appetite for swapping out their tall light fixtures for more pedestrian-friendly fixtures.

Policy 7.6: Collaborate with City departments to Adopt an ADA Transition Plan.

Several City departments and commissions, such as the Community Development Department and Bicycle & Pedestrian Street Safety Commission, have expressed the need to produce an ADA Transition Plan. An ADA Transition Plan, required for public entities with more than 50 employees, is a planning document that identifies and plans to remove accessibility barriers as part of a community's transportation network and public buildings. Applicable City departments and commissions should strategize a timeline for producing the planning document, determining who will create the plan, and determining stakeholders to be involved in the planning process.

Objective #2: Encourage Improvements to Historic Buildings and Sites that Contributes to a Broader Historic District.

Policy 7.7: Incorporate Brick, Cobblestone, or Stamped Concrete Sidewalks for New Construction on Undeveloped Parcels.

Historic streetscapes were historically unpaved until the late 1800s, when the dirt surface was replaced with cobblestone and brick. Roads within Downtown Stevens Point used to have cobblestone streets; however, those streets were gradually replaced with asphalt or concrete surfaces throughout the twentieth century. Incorporating a sidewalk design that pays homage to the historic streetscape of the Downtown can accent and improve the surrounding historic buildings and sites. For new development within the downtown, such as the Shopko block, former Edgewater Manor site, and brownfield site between Water Street and Crosby Avenue, the City should work with developers in incorporating either a cobblestone, brick or stamped concrete sidewalk as part of new construction.

Policy 7.8: Collaborate with Property Owners to Encourage the Long-Term Maintenance of Existing Murals.

In 2023, the Stevens Point Common Council adopted its first mural ordinance governing the painting of murals on historic properties. Before 2023, all murals were considered by the Historic Preservation / Design Review Commission based on 1.) the mural not being a sign, 2.) the mural being painted on a wall that was historically painted, and 3.) the mural contributes to local, state or national historical importance. While the murals painted on historic buildings contributed to Downtown revitalization efforts in the 2000s, such murals were painted in a manner not consistent with the health and preservation of the buildings that were painted on. For example, a handful of murals in the Downtown take up 100% of a building's wall. Applying paint on a masonry façade is not welcomed. The paint blocks moisture transfer from the interior of the building to the exterior. The moisture gets trapped inside the brick material itself, raising the moisture content of the brick. When the temperature drops, moisture freezes inside the brick's pores and cracks the brick apart from the inside.



The Historic Preservation / Design Review Commission should identify murals that could pose long-term harm to the buildings that they are painted on. Once identified, the Commission and City staff should promote dialogue with the building's owner to outline rehabilitation efforts that could occur to improve the preservation of both the mural and the historic building, including the possibility of removing the mural.

Policy 7.9: Prioritize the Implementation of the City's Comprehensive Outdoor & Recreation Plan for Parks and Open Spaces that Contribute to a Historic District.

Several City parks are located within and adjacent to historic areas, including Pfiffner Park, Grant Park, and Seramur Park. Historic preservation advocates have long argued that parks and recreational amenities near historic districts contribute to and enhance the area's historic integrity. The City should seek to implement recommended projects for these parks as identified in the Comprehensive Outdoor and Recreation Plan.



Pfiffner Park

Education and Advocacy

An area of opportunity to improve preservation administration, as expressed by city residents, is to increase education and advocacy efforts. Education efforts pays significant dividends to promote historic preservation in a community, such as increasing recognition of both architectural sites and individuals that have contributed to its founding. Through public surveys, Stevens Point residents provided direction as to what educational and advocacy programming that they would like to see incorporated. This section outlines recommendations to be implemented by City staff and community stakeholders.

Goal: Highlight Stevens Point's History and the Importance of Historic Preservation.

Objective #1: Assist Property Owners of Historic Buildings with the Benefits of Historic Preservation and the Requirements of Owning a Historic Site.

Policy 8.1: Partner with Realtors and Financial Institutions to Provide Informational Materials to New Homeowners About the History of their Historic Building, Regulations, and Resources Available to Them.

Realtors and financial institutions are some of the first parties a prospective property owner engages with when purchasing a historic property. The City should partner with local realtors and financial institutions to provide training events to educate them about the history of a historic building for sale, regulations for owning property in a historic district, and resources that are available to them. When engaging with realtors, priority should also be given to individuals who list a limited number of buildings annually – not solely larger realtor groups.

Policy 8.2: Develop an Educational Handbook for Property Owners.

Owners of historic buildings have continually conveyed concerns about not knowing the 'do's and don'ts' of owning a historic property, such as architectural requirements, the history of their building and area, and online resources. City staff should provide a comprehensive handbook that outlines all necessary information and begin an outreach strategy to convey this handbook to selected individuals.

Policy 8.3: Partner with the Wisconsin Main Street Program to Provide Design Assistance to Property Owners and Contractors who Propose Improvements on a Historic Building and Site.

In 2023, Stevens Point became a Main Street Community, a program offered through the Wisconsin Economic Development Corporation that provides technical assistance to promote downtown vitality and growth. One advantage of being a Main Street Community is that the Wisconsin Economic Development Corporation provides design assistance to property owners and contractors when designing proposed improvements on their historic buildings. The City should promote and leverage this technical assistance opportunity to ensure a smooth application process for property owners receiving design review approval from the Historic Preservation / Design Review Commission.

Objective #2: Identify Platforms to Release Educational Programming that is Inclusive for all Stakeholders.

Policy 8.4: Create an Annual Report on Historic Preservation in Stevens Point and Present it to the Historic Preservation / Design Review Commission and Common Council.

An issue experienced by City staff is that residents and other preservation stakeholders are generally unaware of what preservation efforts have been made over the years. To improve the existing communication gap, the City should create an annual report on the status of historic preservation in Stevens Point. This report should be made with outside preservation organizations (e.g., Portage County Historical Society). It should identify key preservation initiatives in the past year, selected building improvements, and key statistics. Within this report, there should also be a list of endangered historic buildings and improvements. Such a list would bring awareness and promote community action of historic buildings, within the city's inventory, under a near and long-term threat.

Policy 8.5: Include Meeting Minutes of the Historic Preservation / Design Review Commission on

Common Council Agendas for Approval.

Meeting minutes of the Historic Preservation / Design Review Commission are reviewed and approved solely by the Commission. In contrast, other City commissions that are advisory to the Common Council present meeting minutes to the Council for consideration. The City should require Historic Preservation / Design Review Commission meetings to be approved by the Council to increase awareness of Commission actions to Council members and members of the public who read monthly Council agendas.

Policy 8.6: Produce Regular Newsletters to Property Owners of Historic Buildings.

Given the regular ownership transfers of historic buildings, a continuous educational campaign should be directed to property owners to ensure that all stakeholders are up-to-date on new preservation strategies, statistics, and regulatory practices. Several communities with a larger historic inventory have produced regular newsletters sent out by the municipal government. At a minimum, two newsletters should be sent out yearly. However, additional newsletters may be necessary depending on public perception.

Policy 8.7: Partner with the University of Wisconsin – Stevens Point and Area High Schools to Produce Workshops with Students and Community Advocates on the Importance of Historic Preservation.

As Stevens Point is home to a four-year public university with a history department, the City needs to leverage this resource in disseminating and releasing information on historic preservation to the public. Like workshops that the University's Center for Land Use Education produces for zoning and land use topics, the City should partner with the University's History Department in holding community workshops that bring awareness to historic preservation's importance.

Policy 8.8: Create an Awards Program that Recognizes Property Owners of Successful Historic Preservation Projects.

Public recognition of successful projects can sometimes spur additional persons to produce a similar project. In Stevens Point, several preservation projects – from building improvements to public informational campaigns and community empowerment – could occur. For property owners, residents, and other community stakeholders who willingly perform preservation projects, an awards program should be created to recognize these preservation efforts.

Objective #3: Showcase Historic Buildings that have been Demolished in the Past.

Policy 8.9: Establish an Online Database of the City's Historic Collection.



As mentioned earlier, the City contains a number of archival records for many historic buildings. These records include historic photographs, building permit information, and past exterior improvements that may have been made to a building. While this will be a long-term project, the City should work to create an online database of select archival records tied to a historic property.

Policy 8.10: Create Online Tours and Websites About Lost Buildings Consequential to the History of Stevens Point.

Several buildings have been demolished over the last one hundred years. As the number of years removed from a historic building's demolition increases, so does the community's knowledge of the lost building. The City and other preservation advocates should work to assemble information and records on lost buildings, and disperse the information through multiple platforms (e.g., tours, website development, podcasts, etc.).

Objective #4: Improve Communication Between City Stakeholders and Preservation Advocates.

Policy 8.11: Create an Ambassador Program that Focuses on Historic Preservation.

Like neighborhood planning efforts, ambassadors are highly important for better-executing policies and a shared vision for a particular planning initiative. In larger communities, an ambassador program has been established, where preservation advocates are selected to explain the benefits of preservation to members of the public, listen and share lived experiences, and better understand success stories and concerns. Having an ambassador program ensures that the pulse of preservation in Stevens Point is constantly measured.

Policy 8.12: Amend the Noticing Process of Proposals Before the Historic Preservation / Design Review Commission for Consideration.



Portage County Courthouse (1910)⁹⁴



Carnegie Library (1905)⁹⁵

Currently, the process for a proposal going before the Historic Preservation / Design Review Commission consists of an applicant completing a design review application. In discussions with community stakeholders, it is desired that surrounding property owners be notified of a design review request before the Commission. Such notification is similar to when a property owner applies for a conditional use permit before the City's Plan Commission, and property owners within 200 feet of the subject property are notified of the request in advance.

Some communities have required that a small promotional sign be inserted in the front yard of a property seeking design review approval as part of the design review application. The City's Historic Preservation / Design Review Commission should consider a similar notice requirement to increase public recognition and awareness of preservation in Stevens Point.



7. Implementation Matrix

"How will we know it is us without our past?"^{96, 97}

John Steinbeck
The Grapes of Wrath

Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Surveying Efforts & Priorities				
Policy 1.1: Complete a Citywide Intensive Survey by 2036.	10-15 Years	\$\$	HPDRC, City	High
Policy 1.2: Resurvey the Proposed Church of the Intercession – St. Stephens R.C. Church Historic District.	1-5 Years	\$	HPDRC, City	High
Policy 1.3: Resurvey the Proposed Pine Street – Plover Street Historic District.	5-10 Years	\$\$	HPDRC, City	Low
Policy 1.4: Prioritize Areas in Stevens Point for Future Surveying Efforts.	5-10 Years	\$	HPDRC, City, BID, OCS	Medium
Policy 1.5: Prioritize Areas in Stevens Point to Conduct an Archeological Survey.	5-10 Years	\$	HPDRC, City, OCS	High

\$ = Low Cost
 \$\$ = Medium Cost
 \$\$\$ = High Cost

HPDRC = Historic Preservation / Design Review Commission; City = City of Stevens Point; BID = Downtown Business Improvement District Board; PC = Plan Commission; OCS = Other Community Stakeholders (e.g., churches, schools, community advocates, public and private organizations).

Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 1.6: Promote Future Research and Documentation of the Following Ethnic and Social Groups within Stevens Point: the Indigenous Population, Eastern Europeans, Scandinavians, Hmong, Women, Latinx and LGBTQIA+.	5-10 Years	\$\$	City, OCS	Medium
Local and National District Nominations				
Policy 2.1: Designate the City Block Bounded by Clark Street, Division Street, Ellis Street, and Rogers Street to the Downtown Design Review District.	1-5 Years	\$	HPDRC, City, OCS	High
Policy 2.2: Expand the District Boundary of the Clark Street Historic District to Match the Boundary of the Clark Street – Main Street Historic District.	1-5 Years	\$	HPDRC, City, OCS	High
Policy 2.3: Promote Dialogue with Property Owners of Historic Sites to Encourage Local Landmark Designation Requests.	Ongoing	\$	HPDRC, City, OCS	Medium
Policy 2.4: Require Property Owner Consent for Local Historic District Nominations.	1-5 Years	\$	HPDRC, City	Medium

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 2.5: Prepare an annual report of each eligible National Historic District.	Ongoing	\$	City	Low
Policy 2.6: Designate the Church of the Intercession – St. Stephens R.C. Church Historic District to the National Register of Historic Places if a Future Intensive Survey Confirms Eligibility to the National Register.	5-10 Years	\$\$	HPDRC, City	Medium
Policy 2.7: Designate the Pine Street – Plover Street Historic District to the National Register.	5-10 Years	\$\$	HPDRC, City	Medium
Policy 2.8: Prioritize Buildings and Properties Under City Ownership for National Register Nominations.	Ongoing	\$\$	City	Medium
Ordinance Amendments				
Policy 3.1: Adopt a Demolition Delay Ordinance.	1-5 Years	\$	HPDRC, City	High

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 3.2: Incorporate Economic Hardship Provisions within the City's Historic Preservation Ordinance.	1-5 Years	\$	HPDRC, City	High
Policy 3.3: Consider Requiring Façade Easements for Building Projects Receiving Financial Assistance from the City.	5-10 Years	\$	HPDRC, City, BID, OCS	Medium
Policy 3.4: Promote the Adaptive Reuse of Historic Buildings as a Sustainability Initiative.	Ongoing	\$\$	City, OCS	Medium
Policy 3.5: Encourage the Reusing of Building Materials for Historic Buildings that were Demolished.	Ongoing	\$	City, OCS	Low
Policy 3.6: Incorporate Sustainable Design Standards within the Historic Preservation / Design Review Commission's Design Guidelines.	1-5 Years	\$	HPDRC, City	High
Policy 3.7: Adopt Design Guidelines About the Commercial Use of a Historic Building's Rooftop.	1-5 Years	\$	HPDRC, City, BID	Medium

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 3.8: Provide Training Opportunities for Historic Preservation / Design Review Commission.	Ongoing	\$\$	HPDRC, City	Medium
Zoning & Development				
Policy 4.1: Create Conservation Districts Matching Eligible National Historic District Boundaries.	5-10 Years	\$	City, PC, OCS	Medium
Policy 4.2: Consolidate and Match Applicable Rules and Regulations Between the Design Guidelines and Zoning Ordinance.	1-5 Years	\$	City, PC	High
Policy 4.3: Amend the 'Downtown District' Future Land Use Criterion to Prioritize Mixed-Use Development Among Historic Buildings Along Main Street and Clark Street within the Downtown Design Review District.	1-5 Years	\$	City, PC, BID, OCS	Medium

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 4.4: Promote the Rooftop Activation of Historic Buildings within the 'Housing' and 'Land Use' Elements of the Stevens Point Comprehensive Plan.	1-5 Years	\$	City, PC	Low
Policy 4.5: Encourage the Adaptive Reuse of Historic Buildings, Particularly Vacant Second Floors, as an Option to Meet Affordable Housing Demand.	5-10 Years	\$\$	City, PC, BID, OCS	High
Financial Assistance				
Policy 5.1: Amend the City's Façade Improvement Grant Program to Encourage Greater Use.	1-5 Years	\$	HPDRC, City	High
Policy 5.2: Promote the City's New Downtown Window Reopening Grant Program.	1-5 Years	\$	HPDRC, City	Medium
Policy 5.3: Create a Revolving Loan Fund for Building Rehabilitation Projects.	1-5 Years	\$\$	City	High

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 5.4: Partner with the Downtown Business Improvement District to Create a Commercial Revitalization Fund.	5-10 Years	\$\$	City, BID	Low
Policy 5.5: New Financial Assistance Programs Should Prioritize Single- and Two-Family Residential Areas.	5-10 Years	\$\$	City	Medium
Policy 5.6: Provide Technical Assistance to Property Owners in Submitting Rehabilitation Tax Credit Applications.	Ongoing	\$	City, OCS	High
Policy 5.7: Publicize and Encourage State and National Historic District Property Owners to Apply for Tax Credits.	Ongoing	\$	City, OCS	High
Policy 5.8: Create a Comprehensive List of State, Federal, and Non-Profit Funding Sources and Publish it on the City's Website.	1-5 Years	\$	City	High
Policy 5.9: Prioritize Community Development Block Grant Funds for Historic Areas Not Within a local historic district and design review district.	10-20 Years	\$\$\$	City	Low

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Tourism				
Policy 6.1: Create a Plaque Program to Showcase Historic Buildings, Sites, and Improvements, Both Existing and Lost.	1-5 Years	\$	HPDRC, City, OCS	High
Policy 6.2: Partner with the Portage County Historical Society to Create a Virtual Walking Tour of Stevens Point's Historic Areas.	1-5 Years	\$\$	City, OCS	High
Policy 6.3: Collaborate with the Stevens Point Area Convention & Visitors Bureau & Portage County Historical Society in Submitting a Grant Application Through the Wisconsin Heritage Tourism Program.	5-10 Years	\$\$	City, OCS	Medium
Policy 6.4: Assess Historic Buildings and Sites that Contribute to Heritage Tourism.	5-10 Years	\$\$	City, OCS	Low
Policy 6.5: Work with Community Organizations to Establish a History Museum or Facility in Stevens Point.	10-20 Years	\$\$\$	City, OCS	Medium

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 6.6: Develop Branding Materials to Highlight Heritage Tourism Attractions in Stevens Point.	5-10 Years	\$\$	City, OCS	Low
Sense of Place				
Policy 7.1: Support Public Transit Improvements Along Arterial and Collector Streets.	10-20 Years	\$\$\$	City, OCS	Medium
Policy 7.2: Provide More Illumination and Public Art Along the Church Street Underpass.	5-10 Years	\$\$	City, OCS	Low
Policy 7.3: Collaborate with the University of Wisconsin – Stevens Point to Incorporate Landscaping Improvements Along Clark Street in Front of Old Main.	10-20 Years	\$\$	City, OCS	Medium
Policy 7.4: Work with the Stevens Point Alliance and Downtown Business Improvement District to Provide Flowers and Other Low-Rise Vegetation Along Main Street and Clark Street.	5-10 Years	\$\$	City, BID, OCS	Low

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 7.5: Evaluate and Implement Lighting Improvements that are Context-Sensitive.	10-20 Years	\$\$\$	City, OCS	Medium
Policy 7.6: Collaborate with City departments to Adopt an ADA Transition Plan.	5-10 Years	\$\$	City, OCS	High
Policy 7.7: Incorporate Brick, Cobblestone, or Stamped Concrete Sidewalks for New Construction on Undeveloped Parcels.	Ongoing	\$\$	City, OCS	Medium
Policy 7.8: Collaborate with Property Owners to Encourage the Long-Term Maintenance of Existing Murals.	Ongoing	\$	City, OCS	High
Policy 7.9: Prioritize the Implementation of the City's Comprehensive Outdoor & Recreation Plan for Parks and Open Spaces that Contribute to a Historic District.	Ongoing	\$\$	HPDRC, City, OCS	Medium

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Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Education & Advocacy				
Policy 8.1: Partner with Realtors and Financial Institutions to Provide Informational Materials to New Homeowners About the History of their Historic Building, Regulations, and Resources Available to Them.	1-5 Years	\$\$	HPDRC, City, OCS	High
Policy 8.2: Develop an Educational Handbook for Property Owners.	1-5 Years	\$\$	City	High
Policy 8.3: Partner with the Wisconsin Main Street Program to Provide Design Assistance to Property Owners and Contractors who Propose Improvements on a Historic Building and Site.	Ongoing	\$	City, OCS	Medium
Policy 8.4: Create an Annual Report on Historic Preservation in Stevens Point and Present it to the Historic Preservation / Design Review Commission and Common Council.	Ongoing	\$	City	Low
Policy 8.5: Include Meeting Minutes of the Historic Preservation / Design Review Commission on Common Council Agendas for Approval.	Ongoing	\$	City	Medium

\$ = Low Cost
 \$\$ = Medium Cost
 \$\$\$ = High Cost

HPDRC = Historic Preservation / Design Review Commission; City = City of Stevens Point; BID = Downtown Business Improvement District Board; PC = Plan Commission; OCS = Other Community Stakeholders (e.g., churches, schools, community advocates, public and private organizations).

Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 8.6: Produce Regular Newsletters to Property Owners of Historic Buildings.	Ongoing	\$	City, OCS	Low
Policy 8.7: Partner with the University of Wisconsin – Stevens Point to Produce Workshops with Students and Community Advocates on the Importance of Historic Preservation.	Ongoing	\$\$	HPDRC, City, OCS	Medium
Policy 8.8: Create an Awards Program that Recognizes Property Owners of Successful Historic Preservation Projects.	Ongoing	\$	City	Low
Policy 8.9: Establish an Online Database of the City's Historic Collection.	5-10 Years	\$\$	City	High
Policy 8.10: Create Online Tours and Websites About Lost Buildings Consequential to the History of Stevens Point.	5-10 Years	\$\$	City, OCS	High

\$ = Low Cost
 \$\$ = Medium Cost
 \$\$\$ = High Cost

HPDRC = Historic Preservation / Design Review Commission; City = City of Stevens Point; BID = Downtown Business Improvement District Board; PC = Plan Commission;
 OCS = Other Community Stakeholders (e.g., churches, schools, community advocates, public and private organizations).

Policy Recommendation	Timeline to Complete	Cost Estimate	Partners	Priority
Policy 8.11: Create an Ambassador Program that Focuses on Historic Preservation.	5-10 Years	\$\$	City, OCS	Low
Policy 8.12: Amend the Noticing Process of Proposals Before the Historic Preservation / Design Review Commission for Consideration.	1-5 Years	\$	City	High

\$ = Low Cost
 \$\$ = Medium Cost
 \$\$\$ = High Cost

HPDRC = Historic Preservation / Design Review Commission; City = City of Stevens Point; BID = Downtown Business Improvement District Board; PC = Plan Commission; OCS = Other Community Stakeholders (e.g., churches, schools, community advocates, public and private organizations).

Grand Opera House, Stevens Point, Wis.



Grand Opera House, circa 1910.⁹⁸

8.

Appendix

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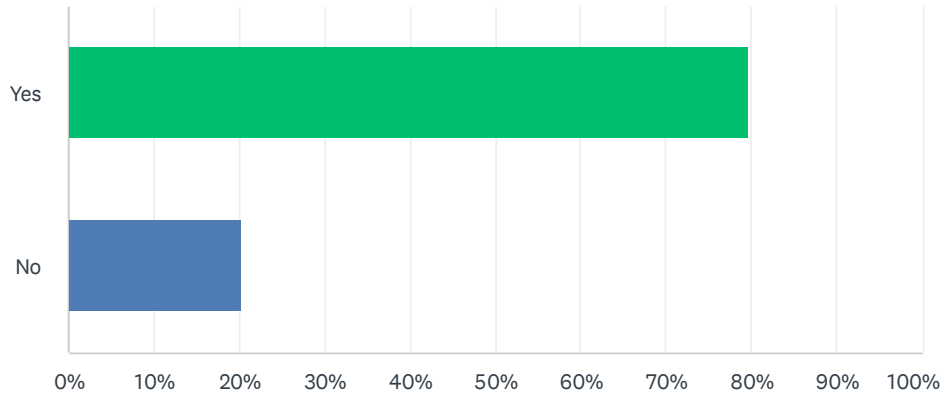
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Survey Results

Results from the community survey that took place during May of 2024 are enclosed.

Q1 Do you live in Stevens Point?

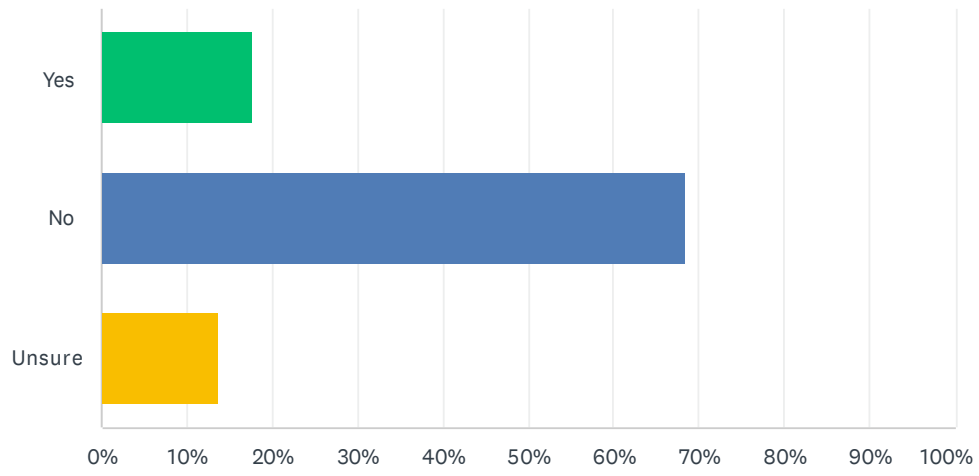
Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	79.84%	99
No	20.16%	25
TOTAL		124

Q2 Do you live in a historic district?

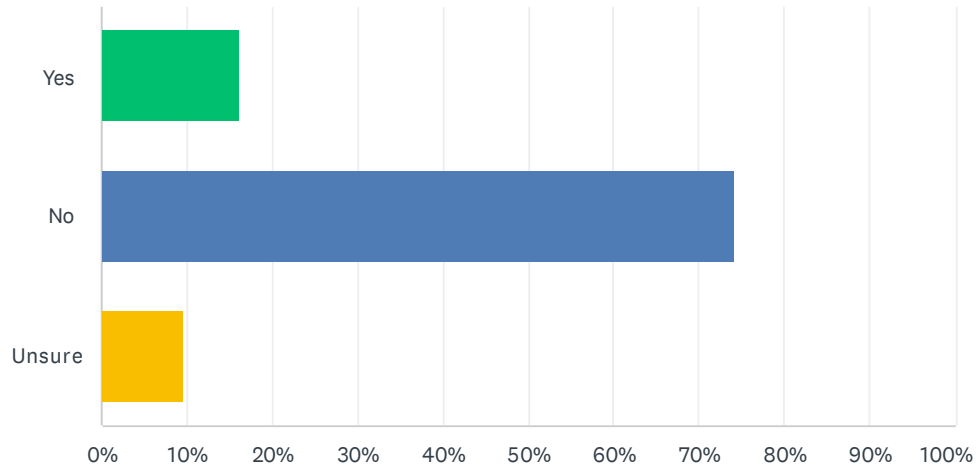
Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	17.74%	22
No	68.55%	85
Unsure	13.71%	17
TOTAL		124

Q3 Are you a property owner in a historic district?

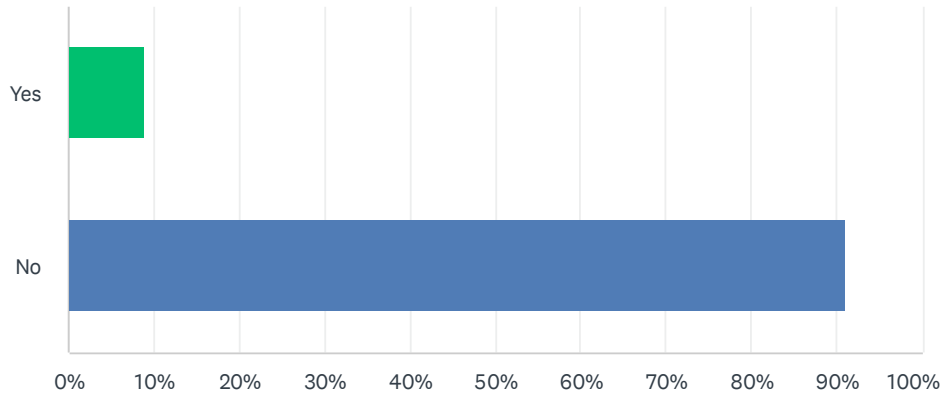
Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	16.13%	20
No	74.19%	92
Unsure	9.68%	12
TOTAL		124

Q4 Have you ever completed a project which was regulated by the City for historic preservation?

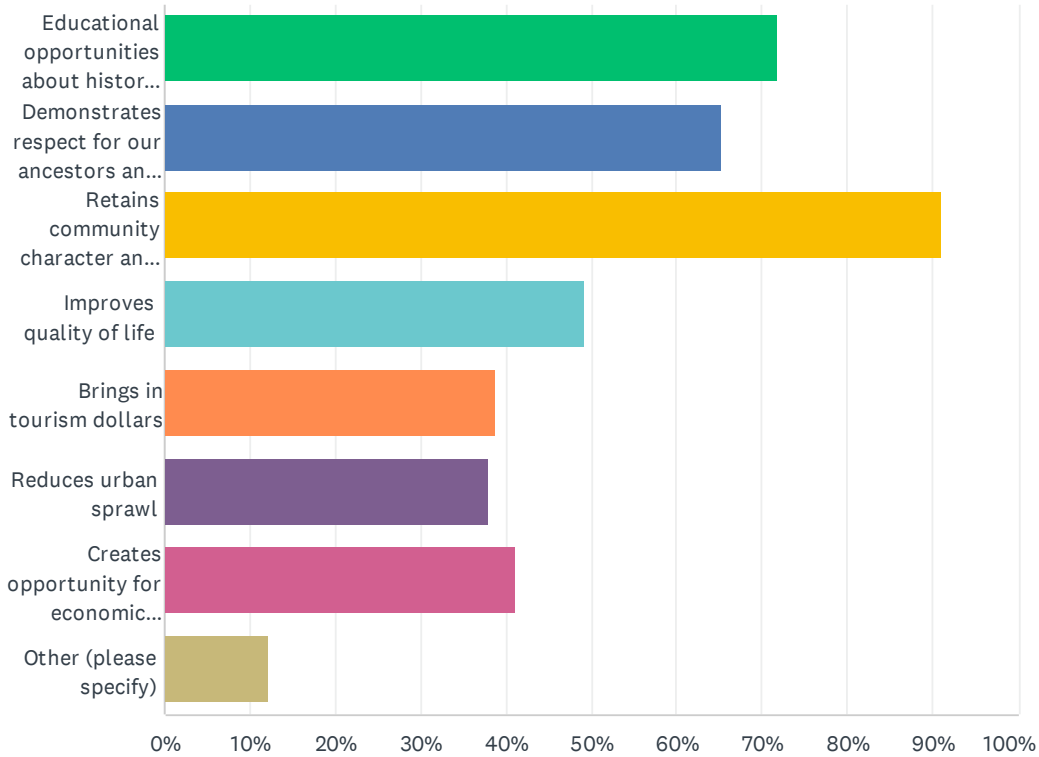
Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	8.87%	11
No	91.13%	113
TOTAL		124

Q5 In your opinion, why is it important to preserve Stevens Point’s historic resources? Please select all that apply.

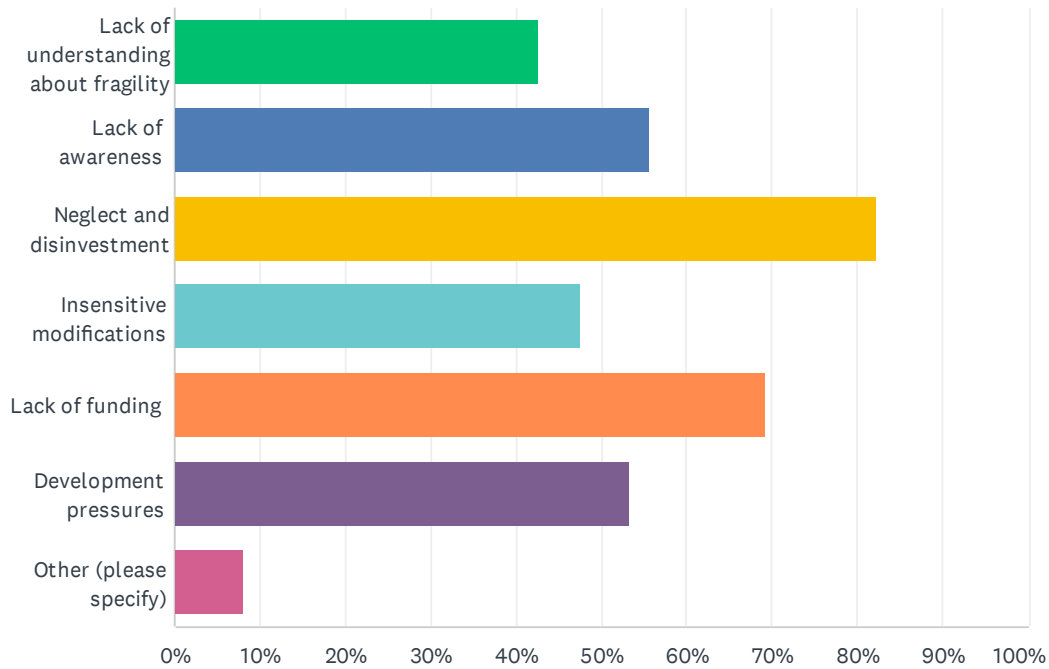
Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES	
Educational opportunities about history and culture	71.77%	89
Demonstrates respect for our ancestors and culture	65.32%	81
Retains community character and a sense of place	91.13%	113
Improves quality of life	49.19%	61
Brings in tourism dollars	38.71%	48
Reduces urban sprawl	37.90%	47
Creates opportunity for economic development	41.13%	51
Other (please specify)	12.10%	15
Total Respondents: 124		

Q6 When thinking about the historic sites or buildings that you felt were important to preserve, please identify the threats to those sites or buildings (select all that apply):

Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES	
Lack of understanding about fragility	42.74%	53
Lack of awareness	55.65%	69
Neglect and disinvestment	82.26%	102
Insensitive modifications	47.58%	59
Lack of funding	69.35%	86
Development pressures	53.23%	66
Other (please specify)	8.06%	10
Total Respondents: 124		

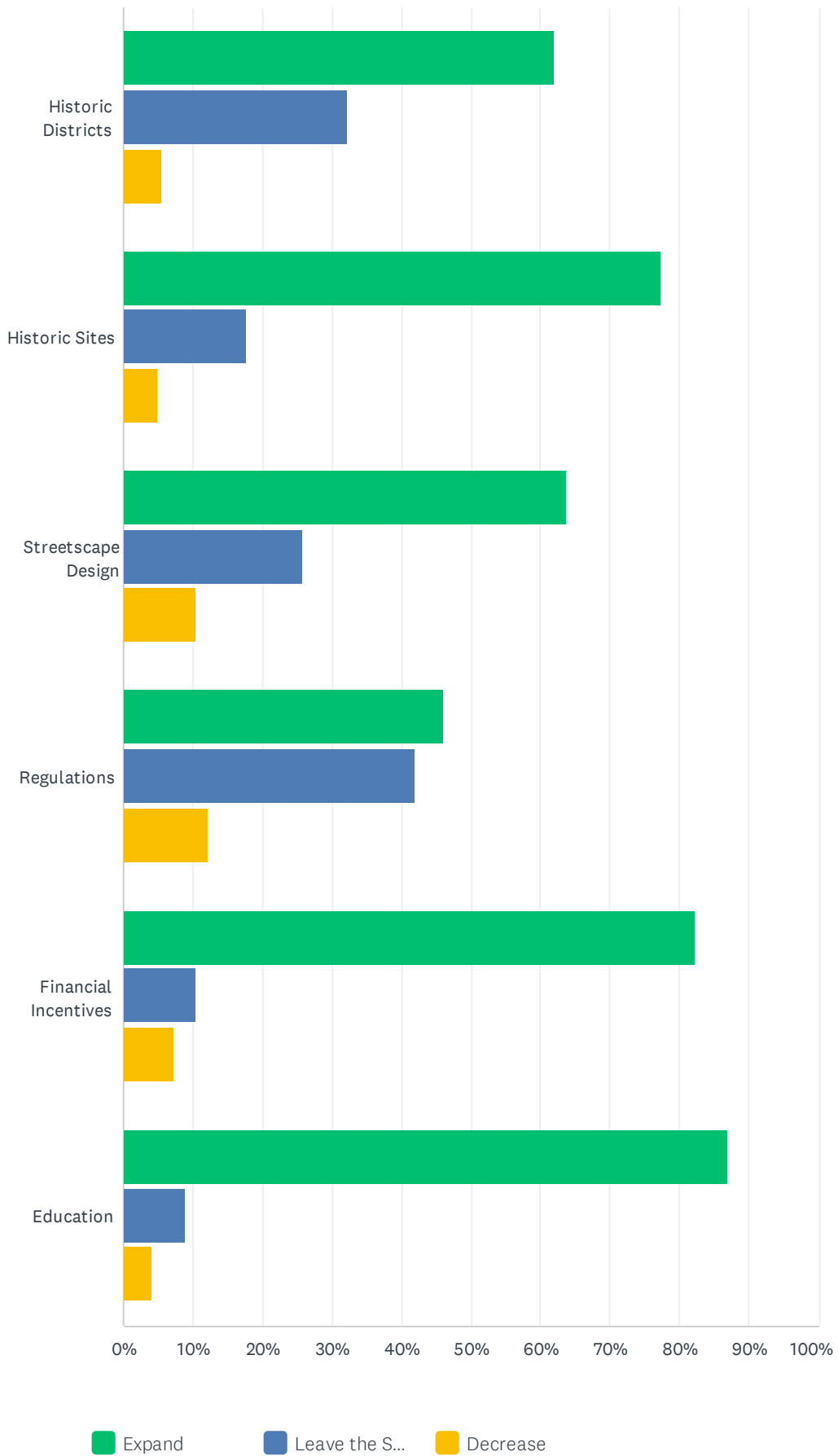
Q7 Please list the three historic buildings in Stevens Point that you feel are most endangered.

Answered: 124 Skipped: 0

Q8 What direction do you think that the City of Stevens Point should take in the future relating to historic preservation?

Answered: 124 Skipped: 0

Community Preservation Plan Survey

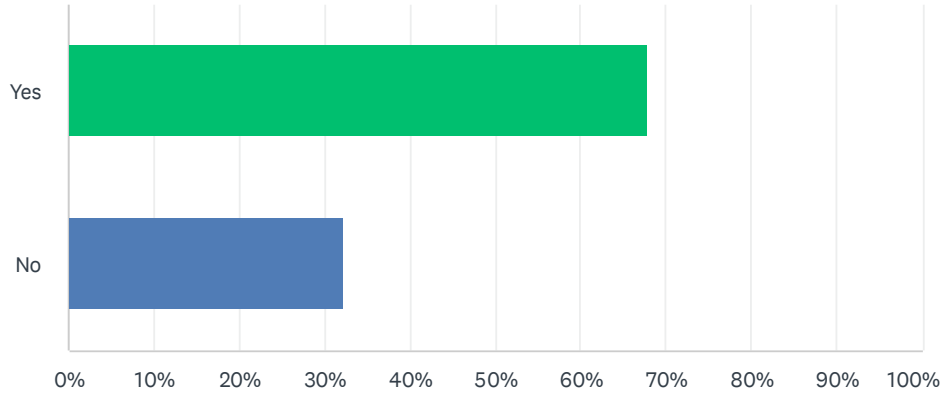


Community Preservation Plan Survey

	EXPAND	LEAVE THE SAME	DECREASE	TOTAL
Historic Districts	62.10% 77	32.26% 40	5.65% 7	124
Historic Sites	77.42% 96	17.74% 22	4.84% 6	124
Streetscape Design	63.71% 79	25.81% 32	10.48% 13	124
Regulations	45.97% 57	41.94% 52	12.10% 15	124
Financial Incentives	82.26% 102	10.48% 13	7.26% 9	124
Education	87.10% 108	8.87% 11	4.03% 5	124

Q9 Are there individual properties, geographic areas or building types in Stevens Point that should be studied in the future for possible historic designation on the local and/or national level?

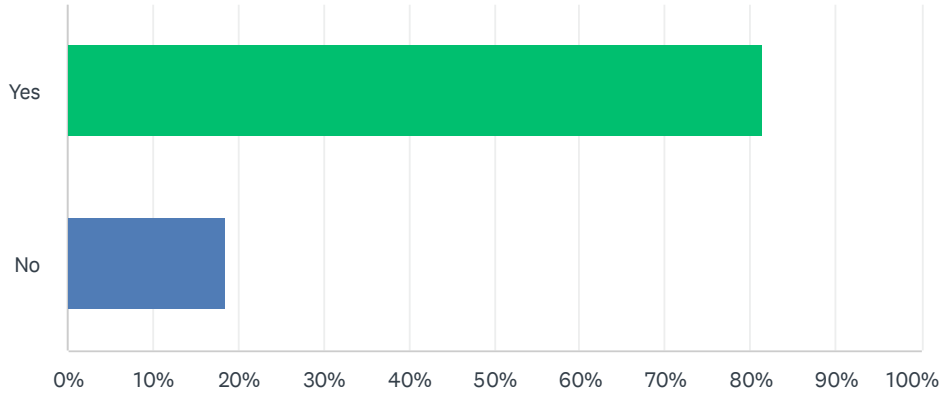
Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	67.74% 84
No	32.26% 40
TOTAL	124

Q10 According to the National Parks Service, structures at least 50 years old can be eligible for historic designation. Do you believe that it is important to protect historic structures built between 1945 & 1974.

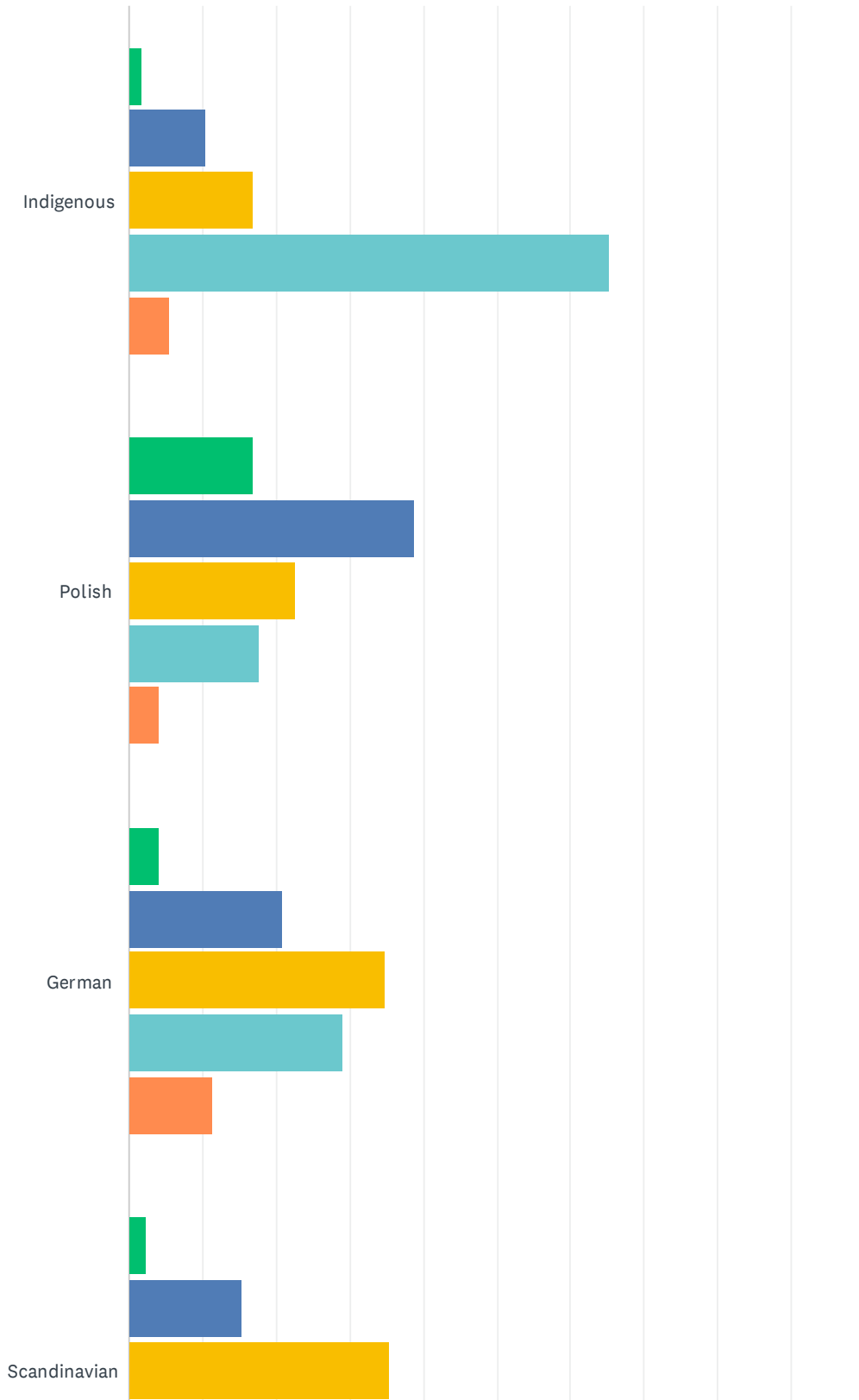
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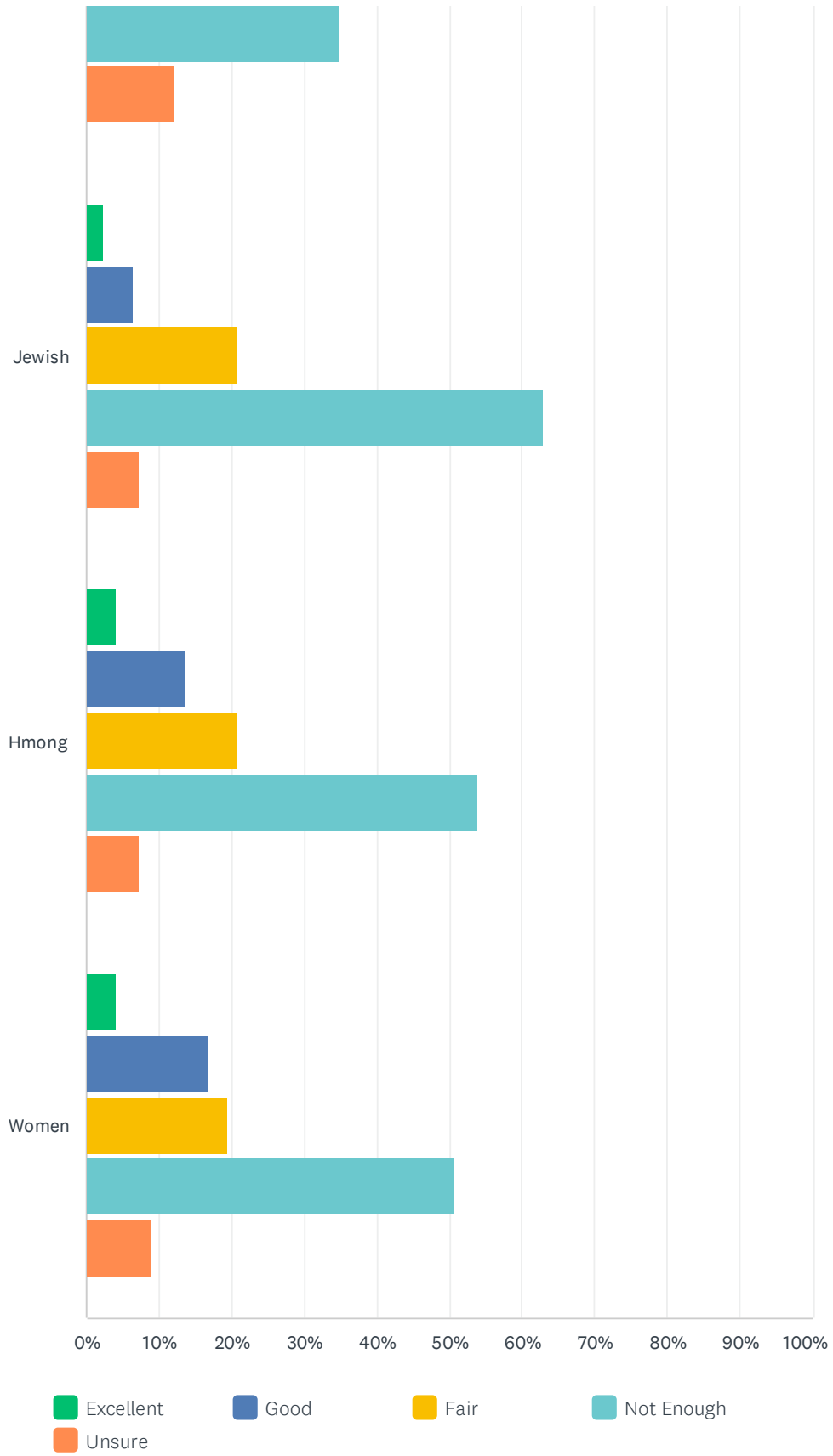
ANSWER CHOICES	RESPONSES	
Yes	81.45%	101
No	18.55%	23
TOTAL		124

Q11 How well our community educate the public about the historic context of the following social and cultural groups?

Answered: 124 Skipped: 0



Community Preservation Plan Survey

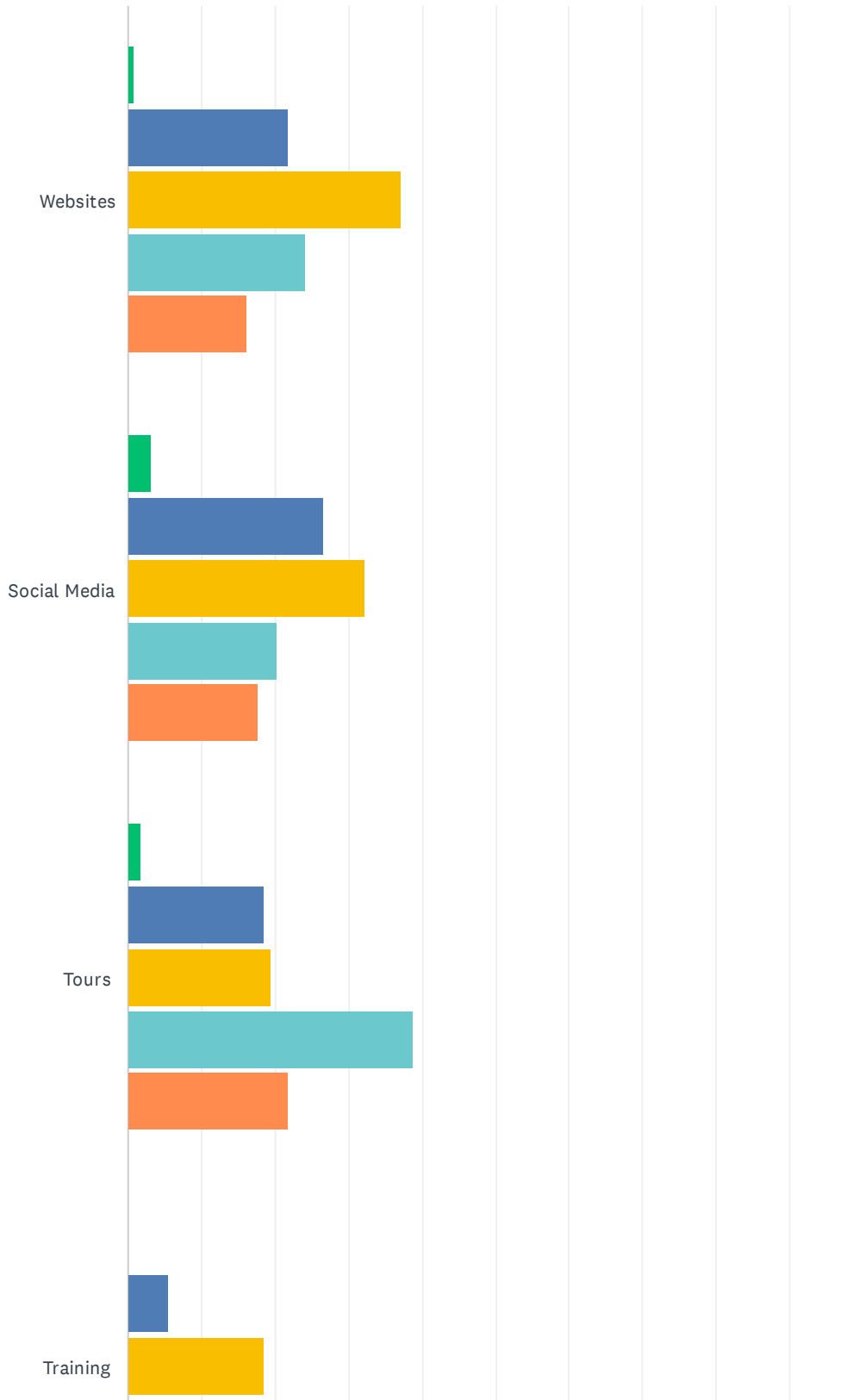


Community Preservation Plan Survey

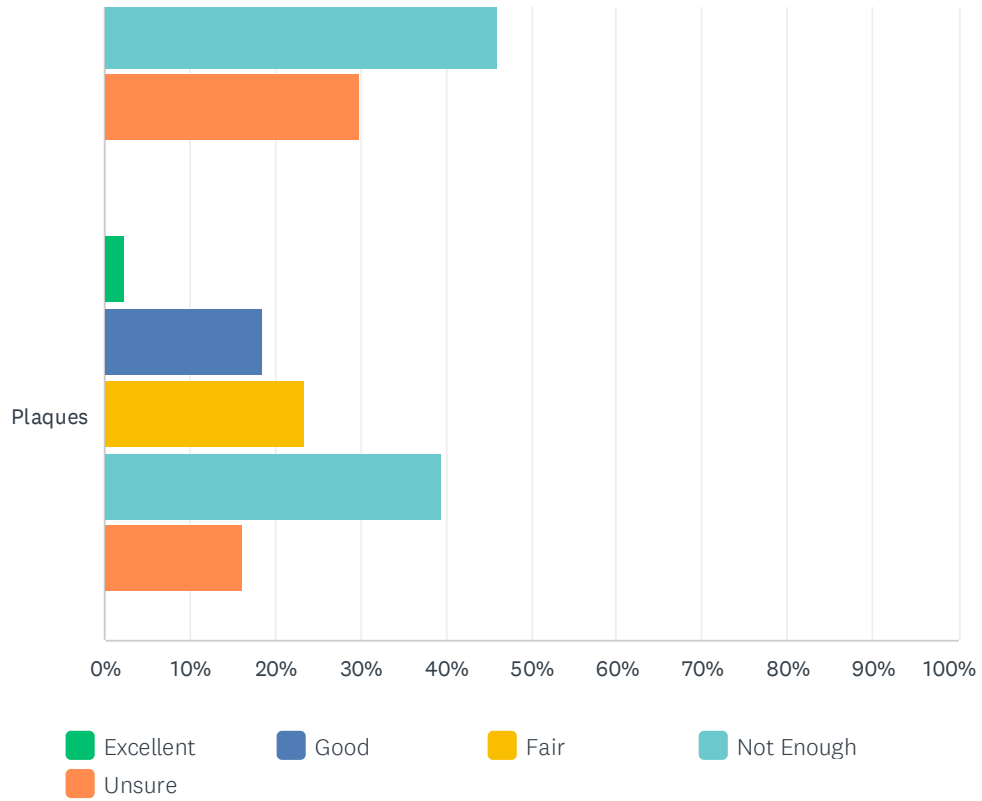
	EXCELLENT	GOOD	FAIR	NOT ENOUGH	UNSURE	TOTAL
Indigenous	1.61% 2	10.48% 13	16.94% 21	65.32% 81	5.65% 7	124
Polish	16.94% 21	38.71% 48	22.58% 28	17.74% 22	4.03% 5	124
German	4.03% 5	20.97% 26	34.68% 43	29.03% 36	11.29% 14	124
Scandinavian	2.42% 3	15.32% 19	35.48% 44	34.68% 43	12.10% 15	124
Jewish	2.42% 3	6.45% 8	20.97% 26	62.90% 78	7.26% 9	124
Hmong	4.03% 5	13.71% 17	20.97% 26	54.03% 67	7.26% 9	124
Women	4.03% 5	16.94% 21	19.35% 24	50.81% 63	8.87% 11	124

Q12 How well does our community use the following to inform or educate the public about preservation projects and programs?

Answered: 124 Skipped: 0



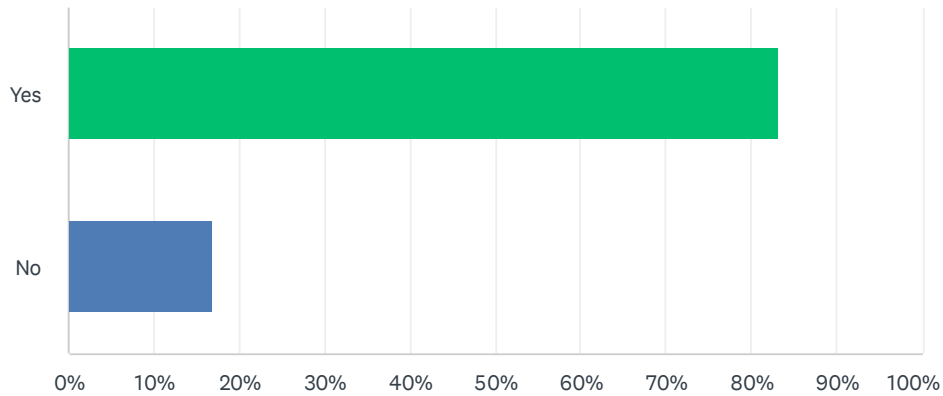
Community Preservation Plan Survey



	EXCELLENT	GOOD	FAIR	NOT ENOUGH	UNSURE	TOTAL
Websites	0.81% 1	21.77% 27	37.10% 46	24.19% 30	16.13% 20	124
Social Media	3.23% 4	26.61% 33	32.26% 40	20.16% 25	17.74% 22	124
Tours	1.61% 2	18.55% 23	19.35% 24	38.71% 48	21.77% 27	124
Training	0.00% 0	5.65% 7	18.55% 23	45.97% 57	29.84% 37	124
Plaques	2.42% 3	18.55% 23	23.39% 29	39.52% 49	16.13% 20	124

Q13 The purpose of this community preservation plan, in part, is to examine what gives the city’s historic areas a sense of place. Besides buildings, are there other things that the City should protect within historic areas to protect its sense of place?

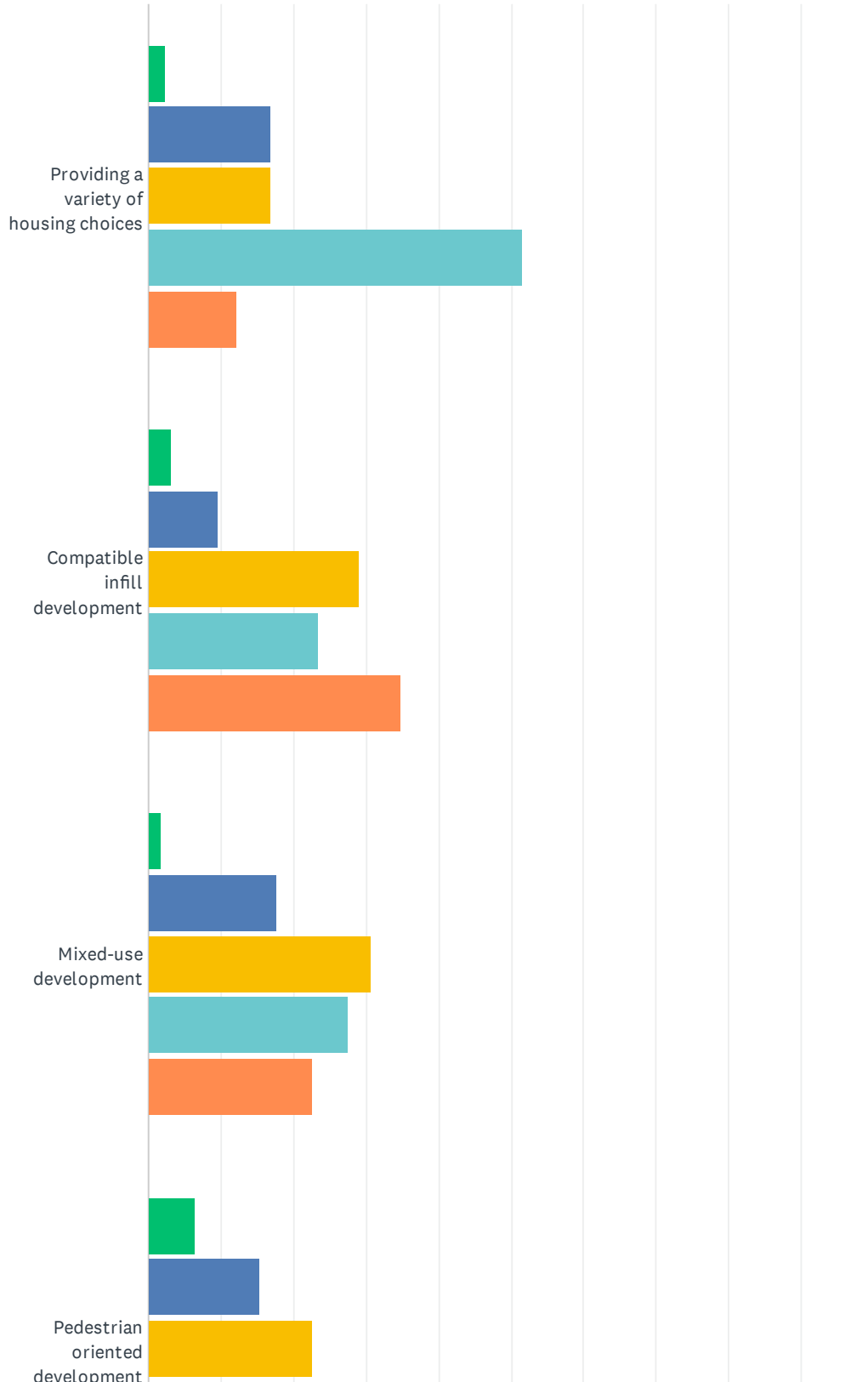
Answered: 124 Skipped: 0



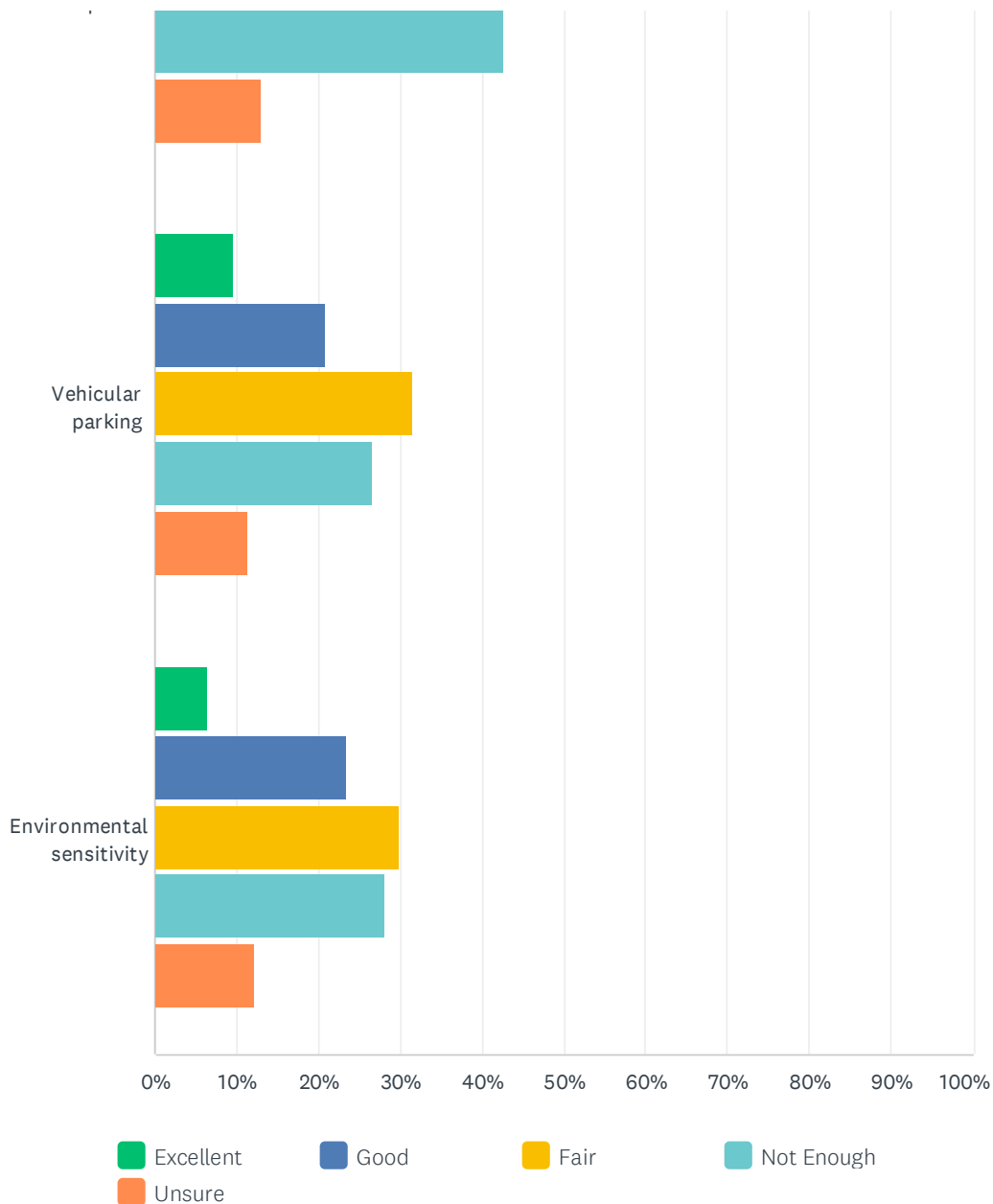
ANSWER CHOICES	RESPONSES	
Yes	83.06%	103
No	16.94%	21
TOTAL		124

Q14 How well is the City doing in balancing historic preservation goals with other development related goals?

Answered: 124 Skipped: 0



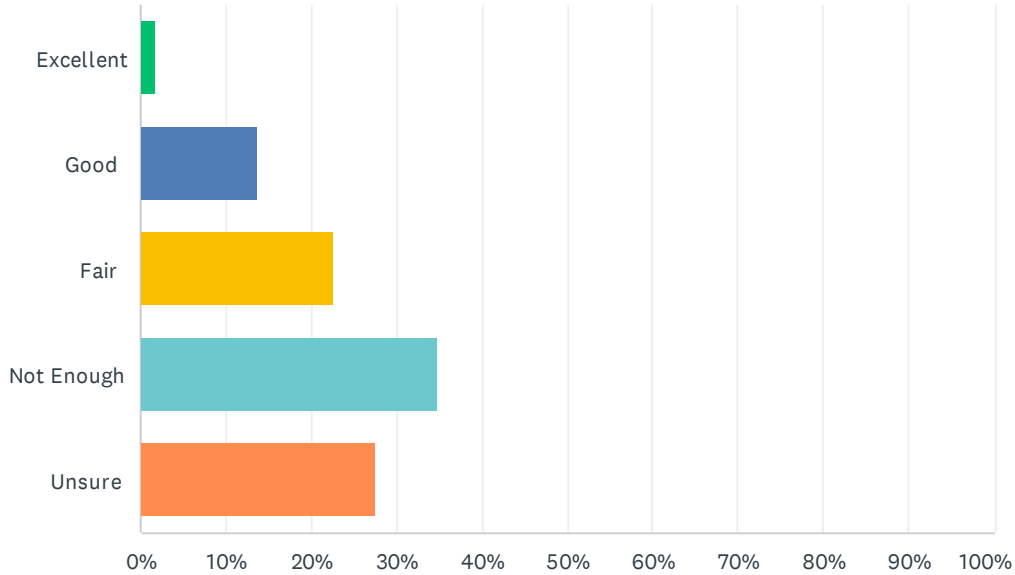
Community Preservation Plan Survey



	EXCELLENT	GOOD	FAIR	NOT ENOUGH	UNSURE	TOTAL
Providing a variety of housing choices	2.42% 3	16.94% 21	16.94% 21	51.61% 64	12.10% 15	124
Compatible infill development	3.23% 4	9.68% 12	29.03% 36	23.39% 29	34.68% 43	124
Mixed-use development	1.61% 2	17.74% 22	30.65% 38	27.42% 34	22.58% 28	124
Pedestrian oriented development	6.45% 8	15.32% 19	22.58% 28	42.74% 53	12.90% 16	124
Vehicular parking	9.68% 12	20.97% 26	31.45% 39	26.61% 33	11.29% 14	124
Environmental sensitivity	6.45% 8	23.39% 29	29.84% 37	28.23% 35	12.10% 15	124

Q15 How well does the City provide adequate protections for preserving designated historic properties?

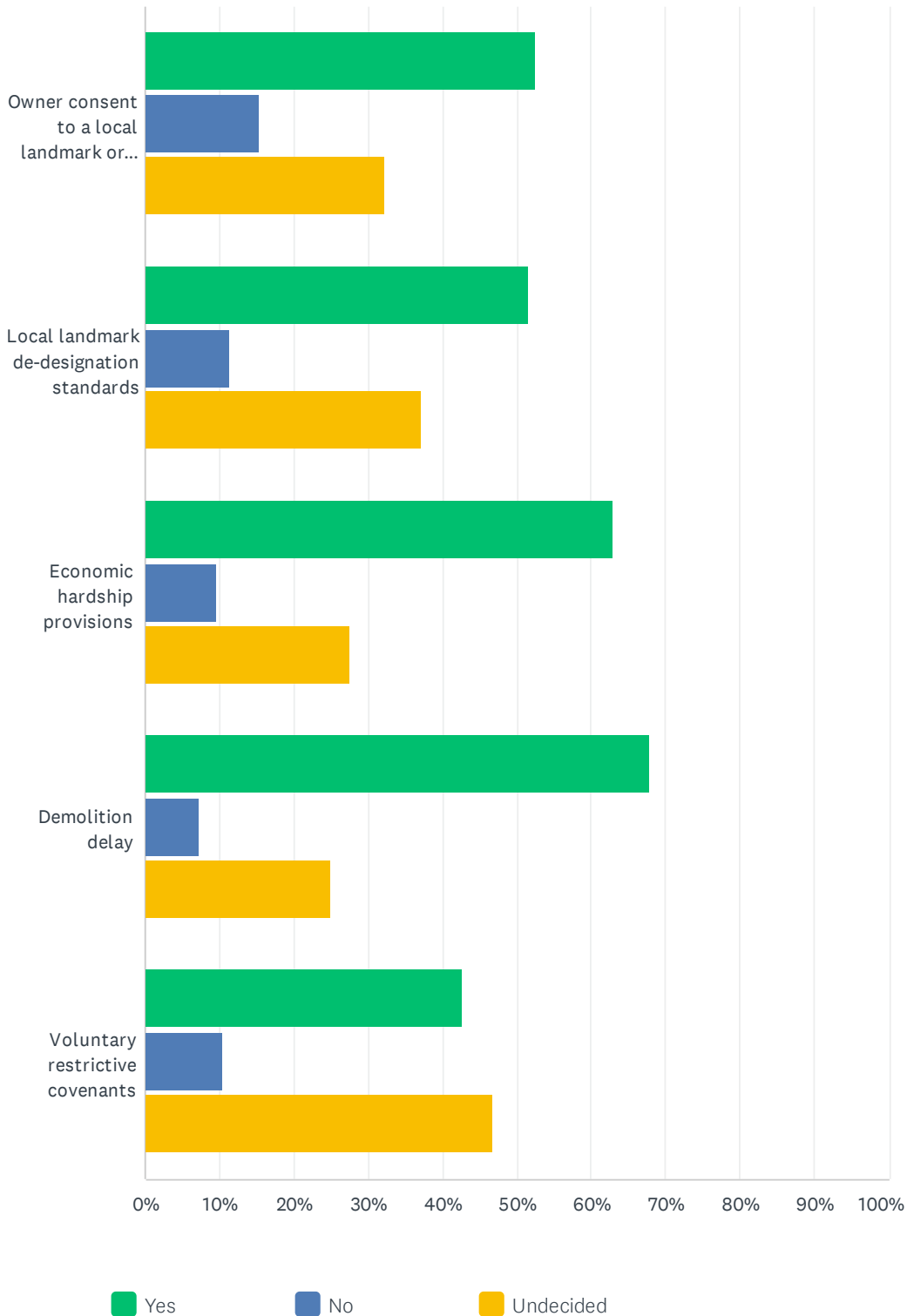
Answered: 124 Skipped: 0



ANSWER CHOICES	RESPONSES
Excellent	1.61% 2
Good	13.71% 17
Fair	22.58% 28
Not Enough	34.68% 43
Unsure	27.42% 34
TOTAL	124

Q16 Other communities in Wisconsin have adopted the following ordinances related to their historic preservation efforts. Should the City pursue adopting ordinance language on the following?

Answered: 124 Skipped: 0

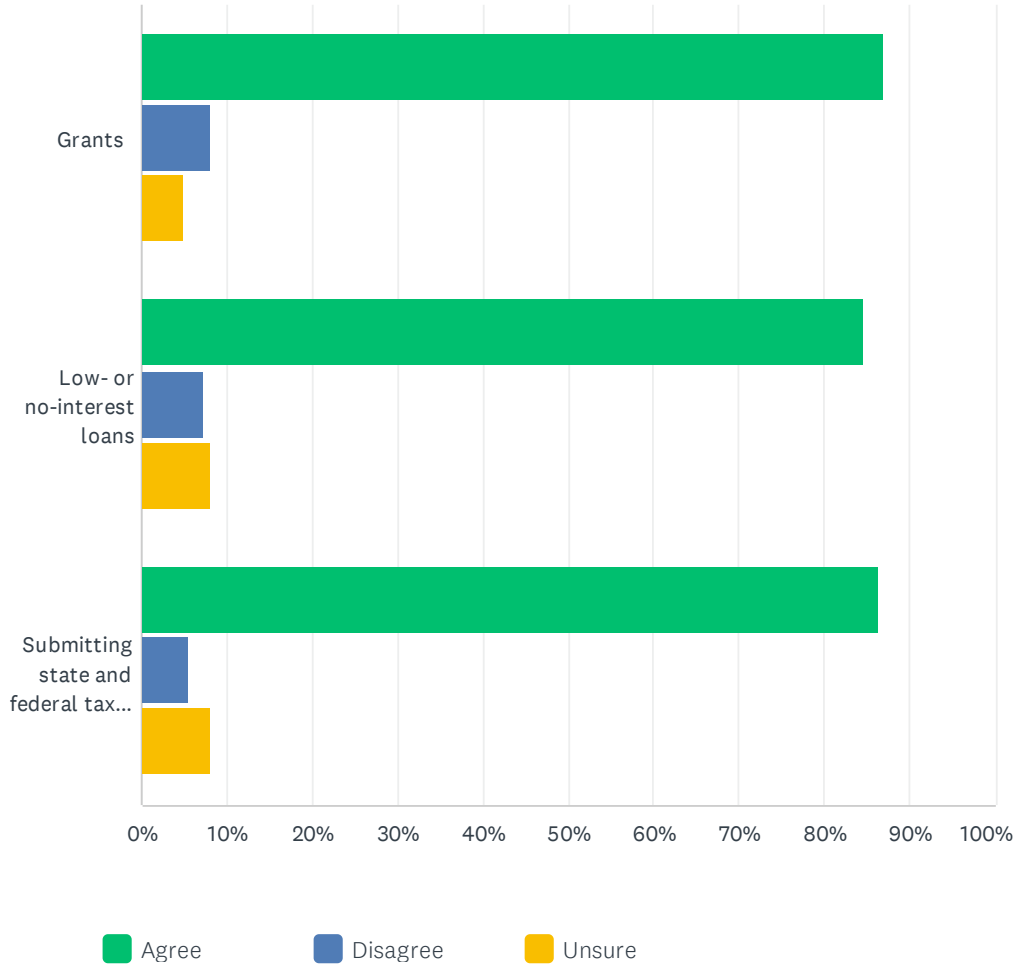


Community Preservation Plan Survey

	YES	NO	UNDECIDED	TOTAL
Owner consent to a local landmark or district designation	52.42% 65	15.32% 19	32.26% 40	124
Local landmark de-designation standards	51.61% 64	11.29% 14	37.10% 46	124
Economic hardship provisions	62.90% 78	9.68% 12	27.42% 34	124
Demolition delay	67.74% 84	7.26% 9	25.00% 31	124
Voluntary restrictive covenants	42.74% 53	10.48% 13	46.77% 58	124

Q17 Please state your opinion on the following: The City should assist the owners of historic buildings in making improvements through

Answered: 124 Skipped: 0



	AGREE	DISAGREE	UNSURE	TOTAL
Grants	87.10% 108	8.06% 10	4.84% 6	124
Low- or no-interest loans	84.68% 105	7.26% 9	8.06% 10	124
Submitting state and federal tax credit applications	86.29% 107	5.65% 7	8.06% 10	124

Q18 What is your email address?

Answered: 124 Skipped: 0

Administrative Staff Report

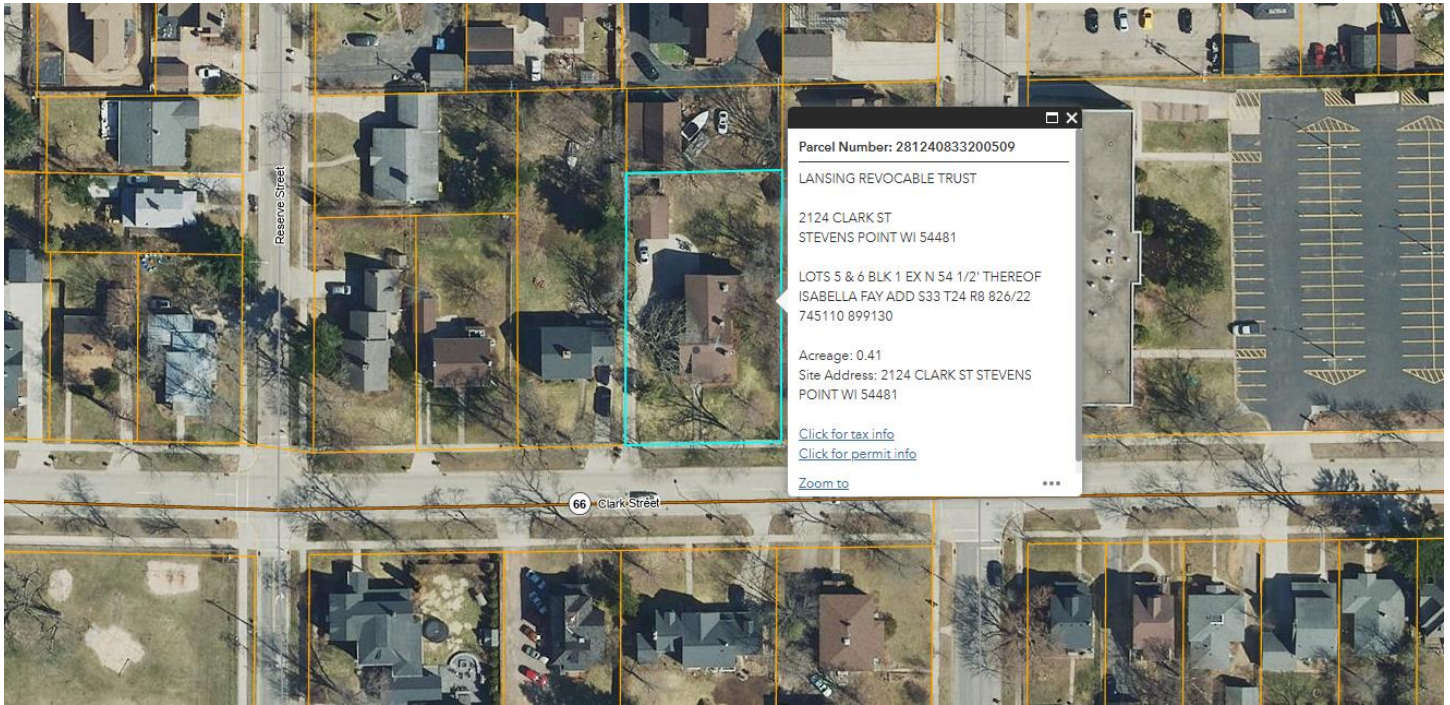


**Design Review
2124 Clark Street
November 25, 2024**

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

<p>Applicant(s):</p> <ul style="list-style-type: none">Matthew Lansing, representing Lansing Revocable Trust <p>Staff:</p> <ul style="list-style-type: none">Adam Kuhn, Associate Planner akuhn@stevenspoint.com <p>Parcel Number(s):</p> <ul style="list-style-type: none">281240833200509 <p>Zone(s):</p> <ul style="list-style-type: none">"R-3" Single – and Two-Family Residential <p>Council District:</p> <ul style="list-style-type: none">District 3 – Ald. Keymer <p>Lot Information:</p> <ul style="list-style-type: none">Actual Frontage: 100 feetEffective Depth: 173.5 feetSquare Footage: 17,350Acreage: 0.40 <p>Structure Information:</p> <ul style="list-style-type: none">Year of construction: 1913 (110 years old) <p>Applicable Regulations:</p> <ul style="list-style-type: none">Chapter 22Downtown Design Guidelines	<p>Request</p> <p>A request from Matthew Lansing, representing Lansing Revocable Trust, for a design review to construct a covered deck on the north elevation of the principal structure located at 2124 Clark Street (Parcel ID 281240833200509), consistent with Ch. 22.05(2).</p> <p>City Official Design Review / Historic District</p> <ol style="list-style-type: none">Clark Street Historic District <p>Staff Recommendation</p> <p>Approve the request for a design review to construct a covered deck on the north elevation of the principal structure located at 2124 Clark Street (Parcel ID 281240833200509), subject to the following conditions:</p> <ol style="list-style-type: none">Final color selections for the wood trim and eave detailing shall be sent to the Designated Agent for review and approval.A building permit shall be obtained prior to the start of construction.The Designated Agent shall have the ability to approve minor amendments to the project plan.
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Vicinity Map



Scope of Work

Overview: The applicant is requesting a design review to construct a roughly 495 square foot deck on the rear of the principal structure at 2124 Clark Street. The proposed deck, spanning the entire width of the house, will have both an open-air component and an extension of the roof line towards the northeast corner of the house. The surface of the deck will comprise of ceramic tile pavers, and the proposed wood trim for the roof extension would match the color and style of the house. Other amenities included as part of this request is a tempered glass railing along the perimeter of the deck surface and a masonry fireplace along the east elevation of the new deck. This new fireplace will utilize cream-colored brick and have a metal cap that is consistent with an existing chimney located on the house (near the southeast corner of the house).

The proposed improvements are considered a 'major work' per the Historic Preservation / Design Review Commission's Design Guidelines and shall require approval from the Commission.

Sec. 7.4.1: Major Works

- h. Alteration, addition or removal of existing decks*
- m. Changes to historic roof features*

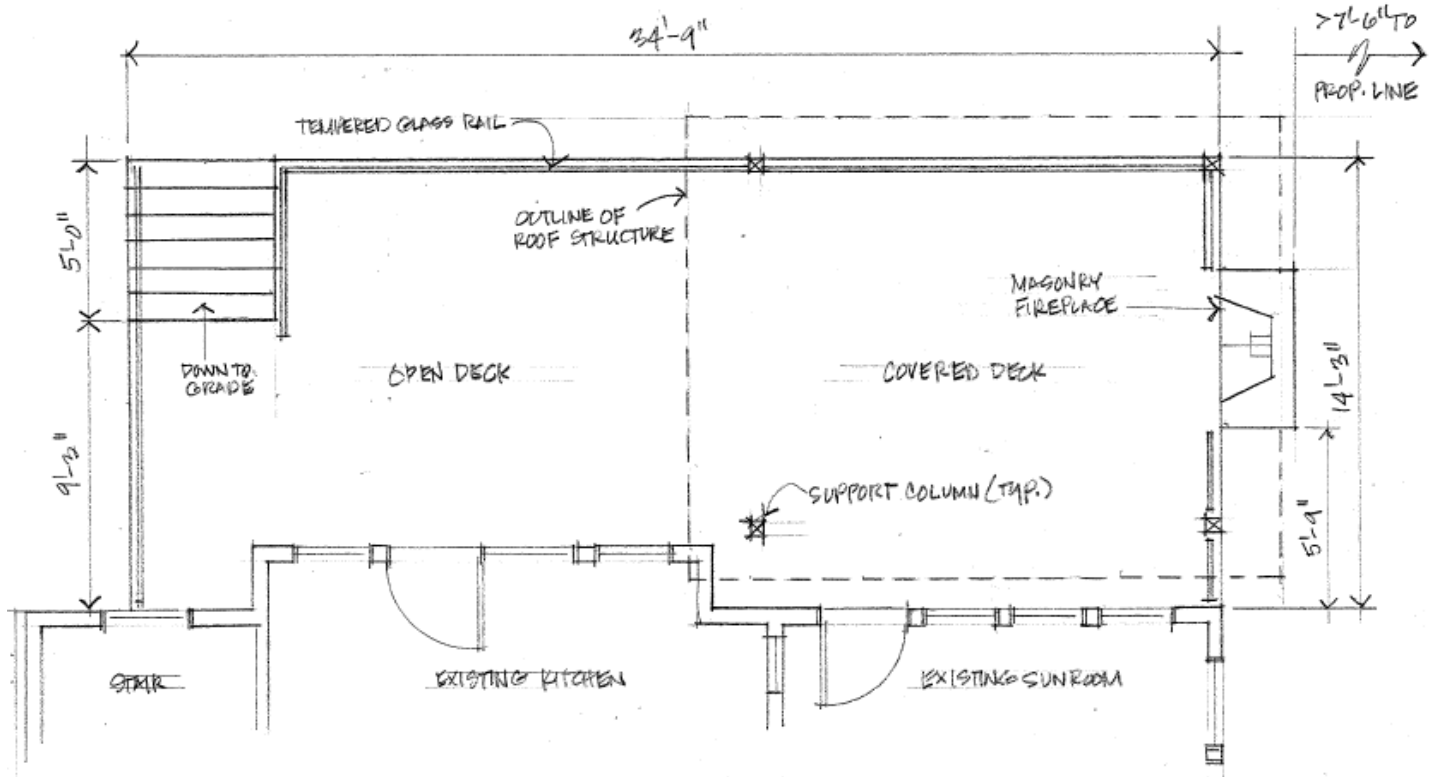
CHAPTER 22: HISTORIC PRESERVATION

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.

This request has been reviewed subject to the Commission's review standards for considering a design review request. An analysis is found below.



Proposed Site 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.

SEC. 3.5: ROOFS

3. Roofs on historic structures are often characterized by their historic material including clay tiles, slate or wood shingles, and metal. These materials should be retained and preserved.

Analysis: The house and detached garage have a shingled roof. The applicant is proposing to use the same color of shingle for the proposed roof extension.

Findings: This standard is met.

4. The use of white, red, blue, green or very light-colored shingles is strongly discouraged, as houses built prior to 1920 utilized dark shingles such as brown, grey and black.

Analysis: Dark maroon shingles are proposed, which would match the shingle color used on the house.

Findings: This standard is met.

5. Changing the historic character of the building by adding roof elements that are not historically accurate such as dormer windows, vents, or skylights is not recommended.

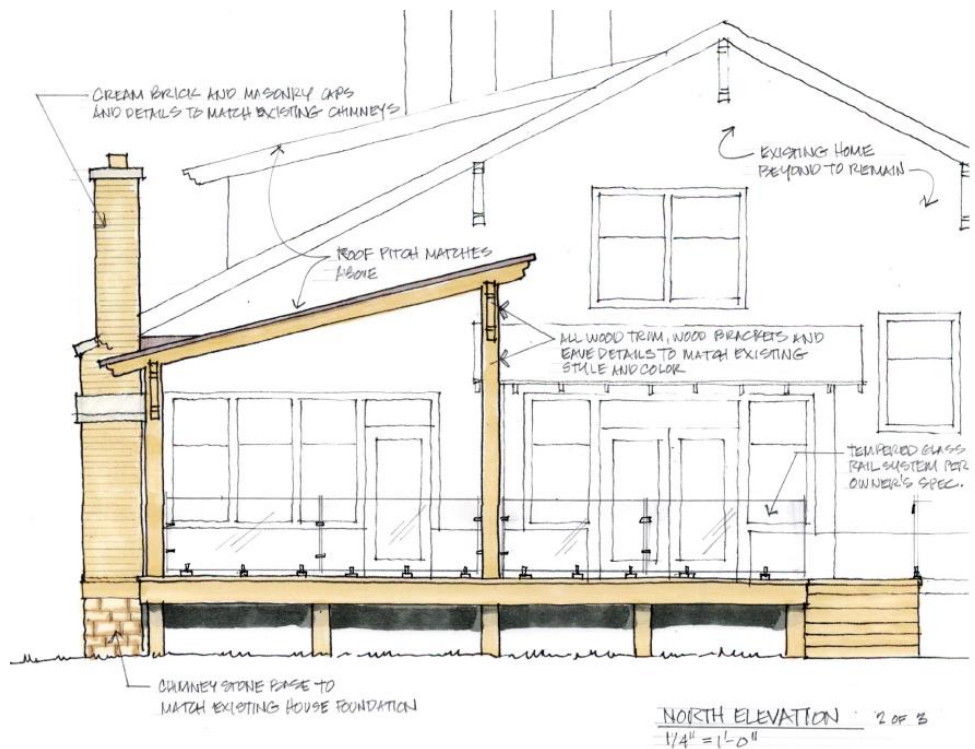
Analysis: The pitch of the roof overhang will be similar to that of the roof pitch on the second floor of the house.

Findings: It is important to note that the proposed roof overhang will 1.) be on the rear elevation of the house and 2.) will almost exclusively not be visible from a public right-of-way. Provided that the proposed roof overhang has a similar thickness, texture and color of the other overhangs, staff believes that the extension will not negatively affect the historic features of the house. It is also important to note that details will be provided on the roof eave that is similar to what is found on the front porch.

SEC. 3.6: PORCHES & ENTRYWAYS

1. Entryways and porches are important character-defining elements of a historic structure and should be retained and preserved. Important elements include steps, columns, balustrades, doors, railings, brackets, roofs, cornices, and entablatures.

Analysis: The applicant is proposing to construct a back deck that extends out 14' 3" to the north. The new deck overhang will partially be covered and will be similar in design to the front porch. New posts will be affixed that matches in appearance to the posts on the front porch, along with details that are provided on the roof eave.



Project Scope – North Elevation

Findings: While the Commission’s Design Guidelines place architectural requirements for porch, deck and patio projects, said architectural requirements relate primarily to the front elevation of a house. The back porch on the subject property, like other houses within the Clark Street Historic District, has a significantly diminished architectural significance when compared to the corresponding front porch. This fact is not too dissimilar to housing construction both in the past and the present – such as variations in siding type being used for new construction for the front elevation of a building and for the other 3+ sides. As such, the applicant has been working with myself to ensure that the new design would be built in a way that compliments, but not mimics the design of the front porch. As shown within the applicant’s project proposal, I believe that it has been achieved.

As referenced earlier, a masonry fireplace is proposed for the portion of the deck that is covered. In my opinion, fireplaces that include a chimney are an important character-defining feature that adds to the level of architectural appeal – especially to the rear of the house which typically contains less appeal anyways. Lastly, it

is shown in the plan submittal that a tempered glass rail system is proposed along the perimeter of the deck. While the use of glass as a railing is not typically seen – a design that would *not* be allowed if it would be visible from a public right-of-way – I am more open to this design as the glass railing would be situated on the rear of the house.

SEC. 3.9: REAR ELEVATIONS

1. Retain and preserve historic side and rear elevations and their architectural features.

Analysis: A stone base is located on the north-facing wall of the house, extending roughly two feet high from grade.

Findings: While some of these details will be hidden with the installation of a deck, it is important to note that it will still be visible. For example, the proposed deck will not include under-deck skirting so that it would not shield the visibility of the stone base of the house. Additionally, this stone base will be retained for the location where the proposed masonry fireplace will be constructed.



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
<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	Matthew Lansing	Contact Name	
Address	2124 Clark Street	Address	
City, State, Zip	Stevens Point WI 54481	City, State, Zip	
Telephone	715-498-0577 cell	Telephone	
Fax		Fax	
Email	m.lansing@stoneinnovations.net	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
281-24-0833200509		
Legal Description of Subject Property		
LOTS 5 & 6 BLK 1 EX N 54 1/2' THEREOF ISABELLA FAY ADD S33 T24 R8 826/22 745110 899130		
Area of Subject Property (Acres/Sq Ft)		Area of Building or Structure (Sq Ft)
.41 ACRES		496 (addition)

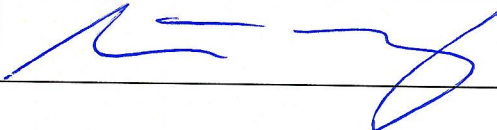
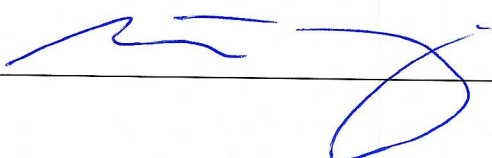
Current Zoning District(s)		Current Historic District(s) - Local, State, National	
R3 Residential		Clark Street Residential Historic District	
Designated Future Land Use Category	Current Use of Property	Proposed Use of Property	
	Residential	Residential	
Briefly describe the proposed building, structure 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)			
The proposed project includes a raised deck attached to the back of the house, with a masonry fireplace and pitched canopy roof over the fireplace seating area. The deck creates an outdoor seating and recreational space. Ideally, foundation work would begin as soon as possible this fall, with major construction in the spring of 2025, with a May 2025 completion.			
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.			
No, the work will not adversely affect the exterior features of the house. Great care will be taken to make sure the design features of the deck, fireplace and canopy will match the existing architectural and design features as closely as possible.			
Does the proposed work match and harmonize with the external appearance of adjacent neighboring improvements. Explain your answer.			
The colors and materials and features will closely match existing. Each neighboring improvement is unique from the subject property and improvement, but the proposed project will keep in tune with the district as a whole.			
Does the proposed work conform to the objectives of the historic preservation plan for said district (if any)? Explain your answer.			
The plan for this district is to maintain the historic character and style of each existing property and structure. This work will conform to the objectives of the preservation plan. It should be noted however that the proposed work will not be directly visible from Clark Street.			
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 www.stevenspoint.com) Explain your answer.			
This proposed project will closely match the existing stone foundations, brick, trim color, roof color and material. The roof structure, roof pitch, proportions of structures will keep within character of all existing.			

EXHIBITS

Letter to District Alderperson (www.stevenspoint.com/Directory)	<input checked="" type="checkbox"/>	Additional Exhibits If Any (List): Color concept drawings of the proposed project, plan and elevations.
Photographs of Building or Structure	<input checked="" type="checkbox"/>	
Renderings or Elevations	<input checked="" type="checkbox"/>	
Site Plan (for additions, and new construction)	<input checked="" 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
	11/7/24		11/7/24

Adam Kuhn

From: Phil DiSalvo <Phil@grunwaldth Alverson.com>
Sent: Tuesday, November 12, 2024 4:52 PM
To: 3@stevenspoint.com
Cc: Adam Kuhn; Matt Lansing
Subject: Upcoming HPDRC submittal for Matt Lansing, 2124 Clark Street

Good afternoon Ginger,

I am working for Matt Lansing, who lives at 2124 Clark Street, who is proposing a deck and covered porch addition to the north side of his home.

As I'm sure you are aware, his home is located within the Clark Street Historic District, and will require review by the HPDRC prior to being issued a building permit for the work.

I have been in contact with Adam Kuhn in the Community Development department regarding this proposed work, and have submitted the required materials to be included for the next scheduled HPDRC review agenda.

I am contacting you at Adam's recommendation.

If there is any information that you need from me in advance of the HPDRC review, please let me know.

Thank you,

Phil DiSalvo

Grunwaldt & Halverson, LLC

Architects | Engineers

17 Applegate Court Suite 203, Madison WI 53713

(715) 344-8647 Ext. 508

grunwaldth Alverson.com

PROPOSED DECK PLAN

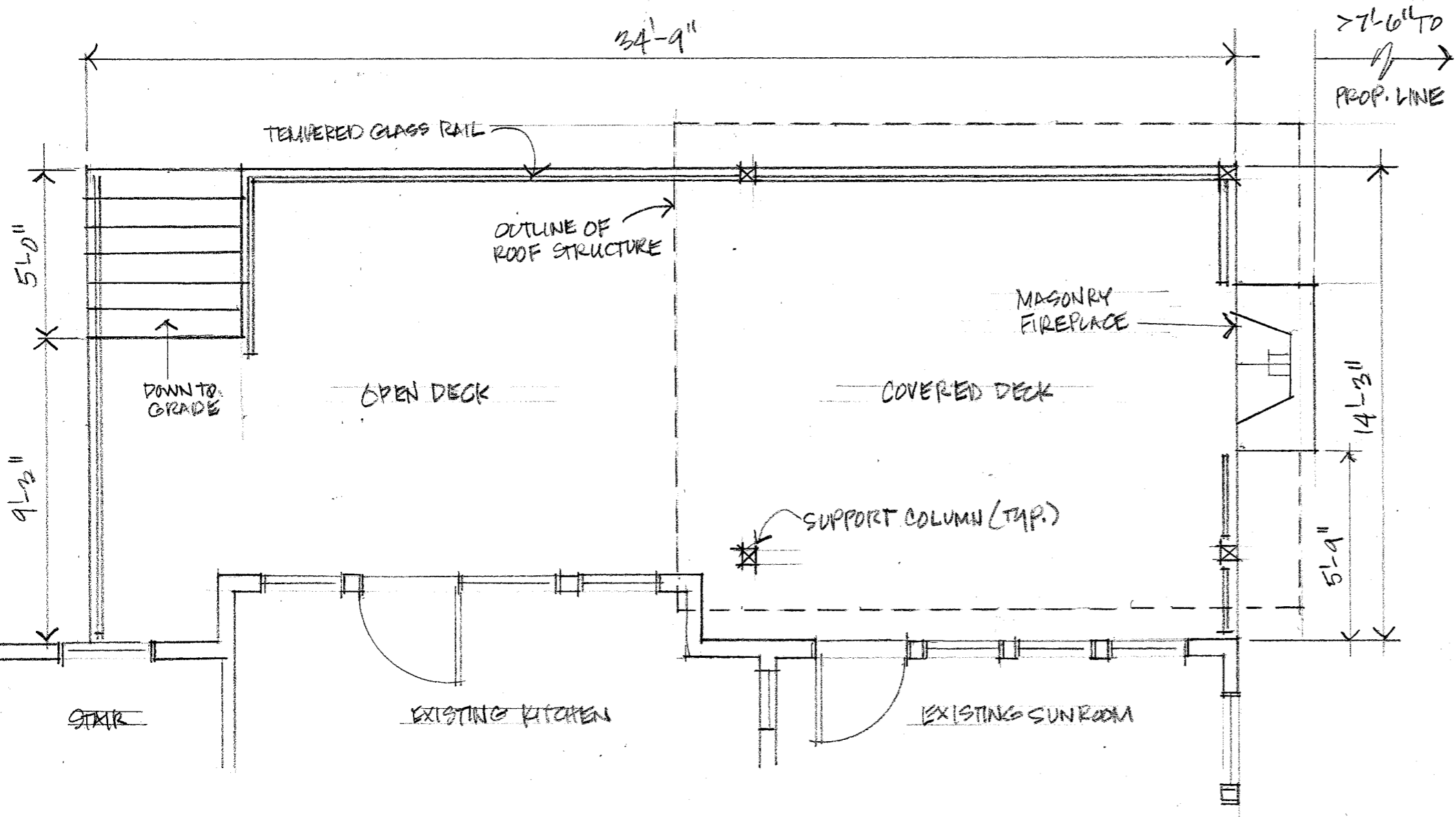
1/4" = 1'-0"

LANSING - 2124 CLARK STREET



PROJECT NOTES:

- ALL WOOD TRIM TO MATCH STYLE AND COLOR OF EXISTING
- DECK SURFACE TO BE CERAMIC TILE PAVERS
- ALL MASONRY TO MATCH STYLE AND COLOR OF EXISTING
- PROPOSED ADDITION IS NOT VISIBLE FROM CLARK ST.
- ALL DIMENSIONS COMPLIANT WITH UDC

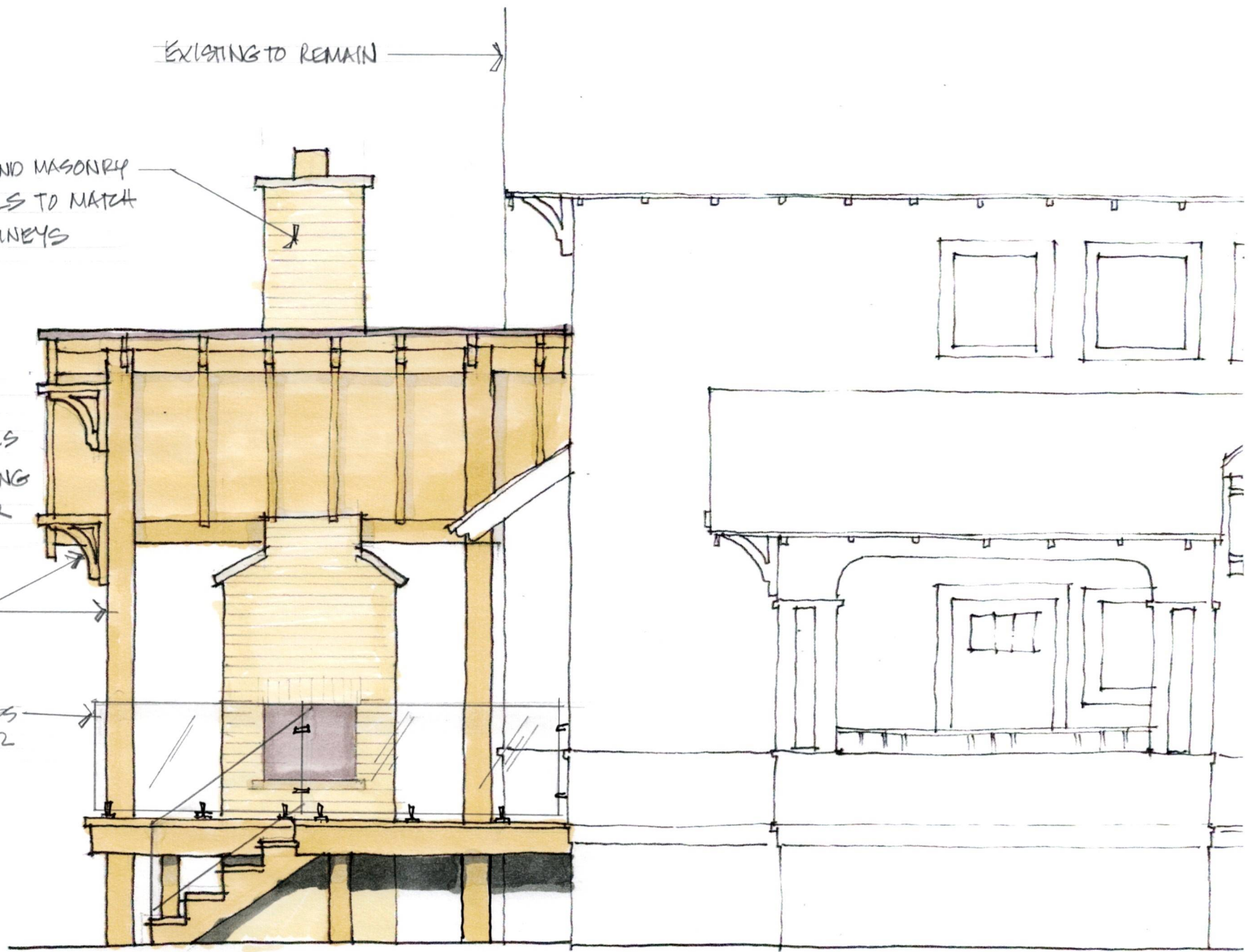


EXISTING TO REMAIN →

CREAM BRICK AND MASONRY
CRPS AND DETAILS TO MATCH
EXISTING CHIMNEYS

ALL WOOD TRIM,
WOOD BRACKETS,
AND ERVE DETAILS
TO MATCH EXISTING
STYLE AND COLOR

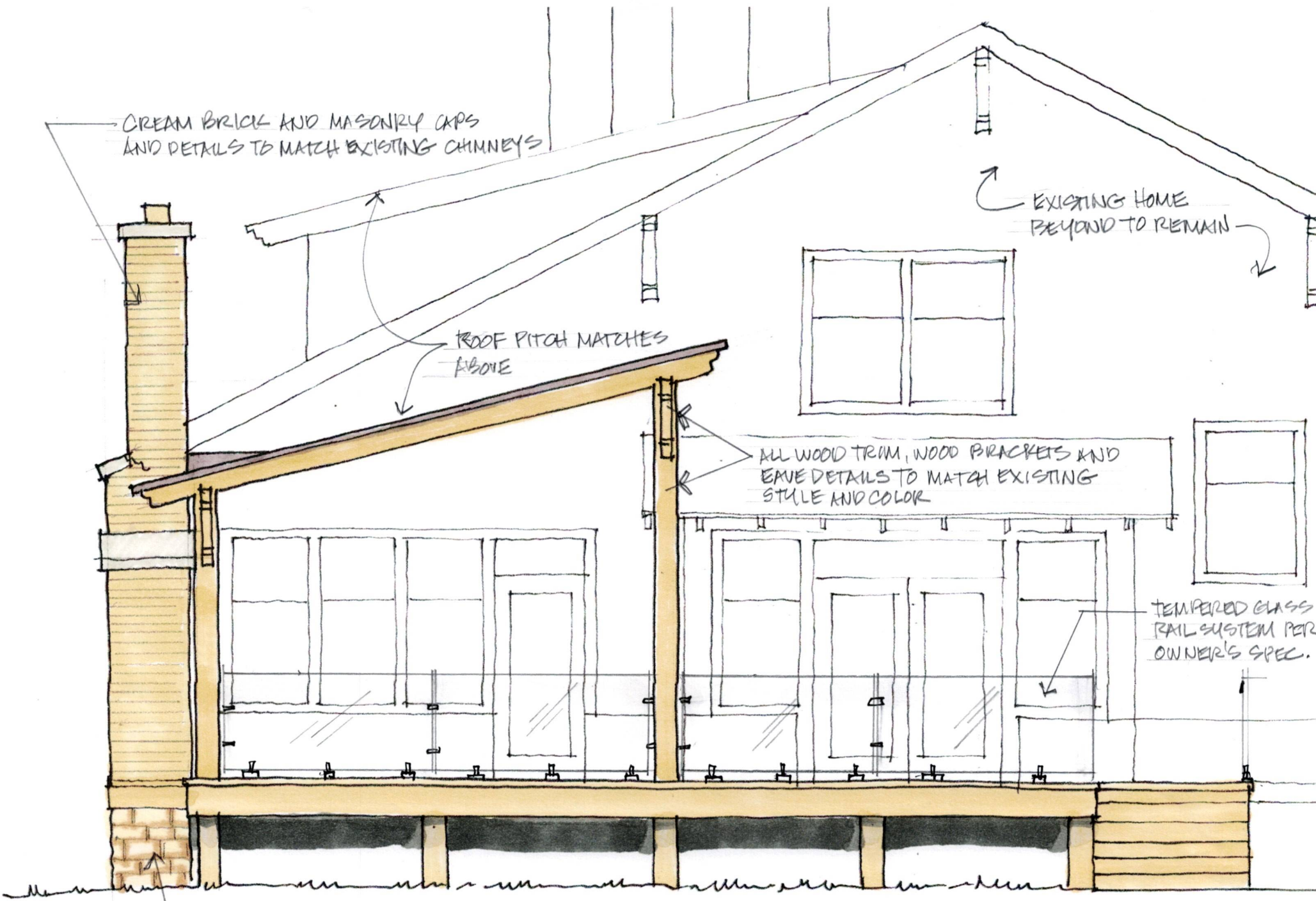
TEMPERED GLASS
RAIL SYSTEM PER
OWNER'S SPEC.



WEST ELEVATION

1 OF 3

1/4" = 1'-0"



CREAM BRICK AND MASONRY CAPS AND DETAILS TO MATCH EXISTING CHIMNEYS

EXISTING HOME BEYOND TO REMAIN

ROOF PITCH MATCHES ABOVE

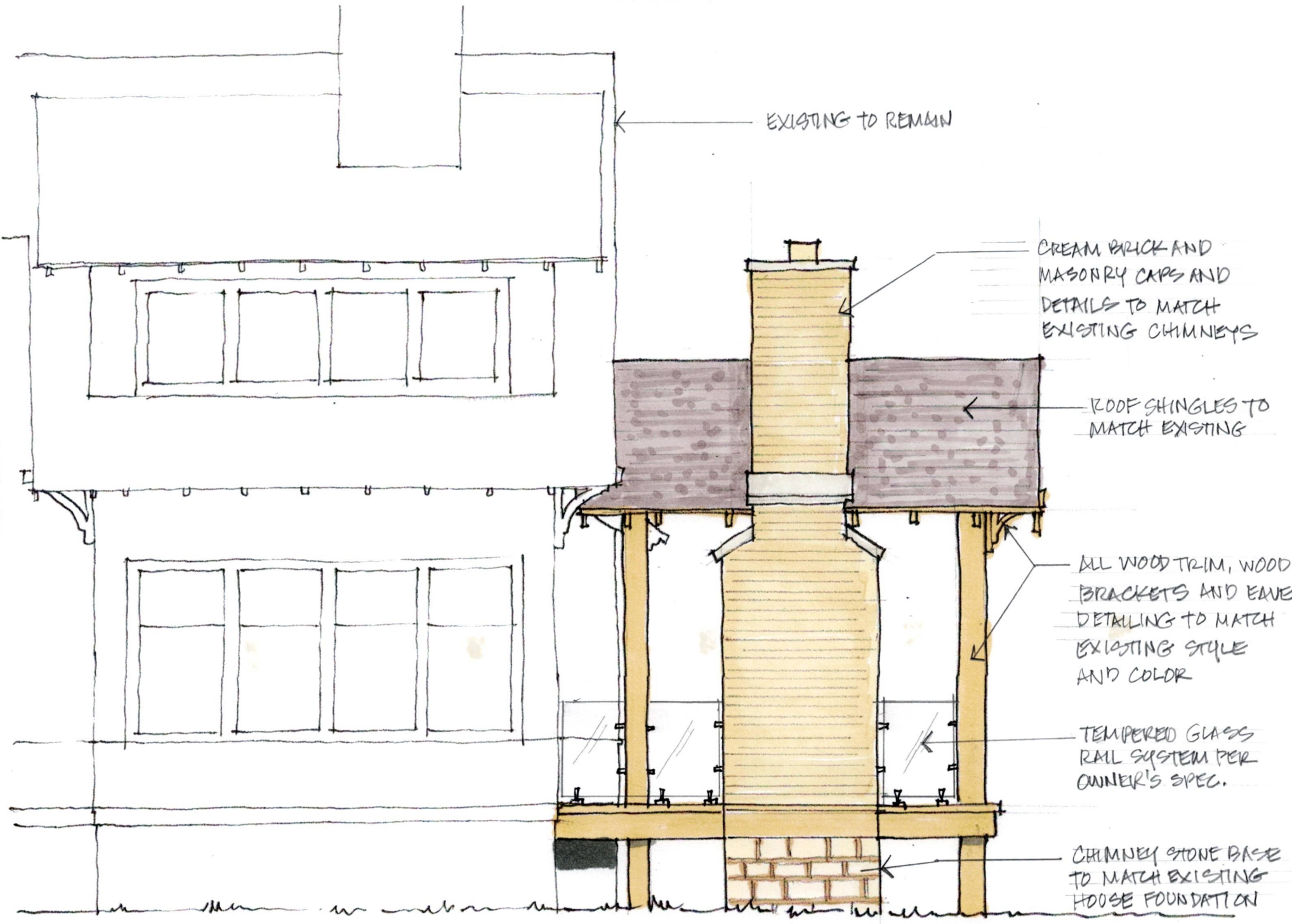
ALL WOOD TRIM, WOOD BRACKETS AND EAVE DETAILS TO MATCH EXISTING STYLE AND COLOR

TEMPERED GLASS RAIL SYSTEM PER OWNER'S SPEC.

CHIMNEY STONE BASE TO MATCH EXISTING HOUSE FOUNDATION

NORTH ELEVATION 2 OF 3

1/4" = 1'-0"



← EXISTING TO REMAIN

CREAM BRICK AND
MASONRY CAPS AND
DETAILS TO MATCH
EXISTING CHIMNEYS

← ROOF SHINGLES TO
MATCH EXISTING

ALL WOOD TRIM, WOOD
BRACKETS AND EAVE
DETAILING TO MATCH
EXISTING STYLE
AND COLOR

← TEMPERED GLASS
RAIL SYSTEM PER
OWNER'S SPEC.

← CHIMNEY STONE BASE
TO MATCH EXISTING
HOUSE FOUNDATION

EAST ELEVATION

3 OF 3

1/4" = 1'-0"

