It is expected that a Quorum of the Board of Public Works, Park Board, Administration Committee, and/or Common Council may attend this meeting: (although it is not expected that any official action of any of those bodies will be taken)

CITY OF MENASHA
LANDMARKS COMMISSION
Council Chambers
140 Main Street, Menasha

April 13, 2011

4:30 PM

AGENDA

A. CALL TO ORDER

B. ROLL CALL/EXCUSED ABSENCES

C. MINUTES TO APPROVE
   1. Minutes of the February 9, 2011 Landmarks Commission Meeting

D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA OR ANY ITEM RELATED TO THE LANDMARKS RESPONSIBILITIES OF THE LANDMARKS COMMISSION
   Five (5) minute time limit for each person

E. COMMUNICATIONS
   1. None

F. ACTION ITEMS
   1. Sign Permit Application – 186 Main Street – Weather Vane
   2. Historic Menasha Contest Entry Form and Rules

G. DISCUSSION
   1. Landmarks Commission Recognition/Awards
   2. Landmarks Commission Guidebook Distribution
   3. Façade Improvement Program Grant/Loan Balance
   4. Future Landmarks Commission Activities/Projects

H. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA
   Five (5) minute time limit for each person

I. ADJOURNMENT

If you are not able to attend this meeting, please contact the Community Development Department no later than the Monday prior to the meeting.

Menasha is committed to its diverse population. Our Non-English speaking population or those with disabilities are invited to contact the Community Development Department at 967-3650 at least 24-hours in advance of the meeting so special accommodations can be made.

CITY OF MENASHA
Landmarks Commission
1st Floor Conference Room, City Hall – 140 Main Street
February 9, 2011
DRAFT MINUTES

A. CALL TO ORDER

Meeting called to order by Chairman Joe Weidert at 4:37 PM.

B. ROLL CALL/EXCUSED ABSENCES

LANDMARKS MEMBERS PRESENT: Commissioners Joe Weidert, Kristi Lynch, Mary Nebel, Bernie Zimmerman and Tom Grade
LANDMARKS MEMBERS EXCUSED: Commissioner Andrew Jennings and Alderman Eric Hendricks
OTHERS PRESENT: CDD Keil

C. MINTUES TO APPROVE

1. **Minutes of the January 12, 2011 Landmarks Commission Meeting**
Moved by Comm. Lynch, seconded by Comm. Nebel to approve the minutes of the January 12, 2011 Landmarks Commission meeting.

The motion carried.

D. PUBLIC COMMENT ON ANY ITEM OF CONCERN ON THIS AGENDA OR ANY ITEM RELATED TO THE RESPONSIBILITES OF THE LANDMARKS COMMISSION

1. No one spoke.

E. COMMUNICATIONS

1. **Preserving Wisconsin's Civic Legacy**
CDD Keil is to request six copies of the report and make them available to commissioners and others who may be interested.

F. ACTION ITEMS

1. **None**

G. DISCUSSION ITEMS

1. **Landmarks Commission Recognition/Awards**
Commissioners discussed the presentation of awards and commendations as part of Historic Preservation Month activities. The consensus was to present commendations to building owners and/or businesses as the following locations:
   - 165-167 Main Street
   - 180-182 Main Street
   - 184 Main Street
   - 186 Main Street
   - 196 Main Street
   - 200 Main Street
   - 204 Main Street
   - 210 Main street
   - 216 Main Street
   - 220 Main Street
   - 226 Main Street
   - 230 Main Street
   - 214 Washington Street

CDD Keil is to discuss the process for presenting the awards with Mayor Merkes.

2. **Landmarks Commission Guidebook Distribution**
Commissioners are to distribute the guidebooks as follows:
- Tom Grade – Club Liquor, Club Tavern, Hotel Pub, Jdog Studios, Vertigo 1894
- Bernie Zimmerman – Restoration, Drive Line Service & Repair, Art Affair, Blind Pig, Jeffry Rostas, DDS
- Mary Nebel – Wreath Factory, The Mixx, Accent Floral, Inspiring Interiors
- Joe Weidert – 212 Main Street, Menasha Grill, Wild Apple
- Kristi Lynch – Brin Building Tenants

CDD Keil is to distribute guidebooks to the Brin Building owner, Mike McClone for 184, 186 and 230 Main Street, Korona Klub, Corrente's Martial Arts Studio and to Joe Nemecek for 180 Main Street.

3. **Façade Improvement Program Grant/Loan Balance**
The balance remains at approximately $18,400. Comm. Weidert reported that the grant and loan application forms are being printed.

4. **Future Landmarks Commission Activities/Projects**

   a. **Identifying Architectural Elements Contest**
   Commissioners discussed publicity for the contest, the distribution of contest entry forms, contest form entry location s and the selection of contest winners. The contest is to be announced on the city's website, and promoted through the DIDC newsletter. The Scene and the Post Crescent will be approached to do a story on the contest. The entry forms are to be dropped of at the participating businesses.

   b. **Other**
   Commissioners discussed possibilities for promoting the arts, opportunities associate with the Brin building, and the preparation of a directory of downtown businesses.

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

1. No one spoke.

I. ADJOURNMENT

Moved by Comm. Lynch, seconded by Comm. Zimmerman to adjourn at 5:46 PM.

The motion carried.

Respectfully submitted by Greg Keil, CDD.

City of Menasha
Department of Community Development
140 Main Street
Menasha WI 54952
(920) 967-3650 (920).967-5272 fax

APPLICATION FOR SIGN PERMIT

Date: 3/8/2011	
Site Address: 186 Main St	
Zoning:	**Parcel #:**
Name of Business: The Weathervane	
Property Owner: Pat DeFrane	**Phone:** 920-716-0853
Address:	**Fax:**
	Email:
Applicant: Sign-A-Rama	**Phone:** 9207397446
Contact: Tom Domask	**Fax:** 920739 7795
Address: 2428 W. Mordale Dr	**Email:** tom@valleysignarama.com
Appleton WI 54914	

The undersigned hereby agrees to install all signs in accordance with applicable ordinances and holds the City of Menasha harmless from any and all damages, claims or causes of action whatsoever of any nature by reason of installation, use, continuances, or maintenance of said sign(s).

Tom Domask — *Property Owner Signature* Sign-A-Rama

3/8/2011 — *Date*

Required Submissions *(staff use only)*

___ Site Plan
___ Building Elevations
___ Sign Illustration & Description
___ Permit Fee(s)
Total: $_____
Receipt: #_____

Review & Approval *(staff use only)*

___ Zoning
___ C-2 Central Business District Design Standards
___ Landmarks Commission – Historic District
___ Common Council - Special Use Permit
___ Public Works - Vision Control Area/ROW

___ Final Approval
___ Conditions:_____

Zoning Administrator — *Date Issued*

Sign Permit Application Instructions

1. It is recommended that applicants consult with the Zoning Administrator during the initial planning stages to avoid delays and ensure that all proposed signage complies with City of Menasha ordinance requirements.
2. Before construction or installation of any sign(s) requiring a permit, applicants shall submit a sign permit application package that includes:
   - A completed permit application form with the signature of the property owner.
   - Required permit fees for each sign.
   - An accurate plot plan drawn to scale of the entire lot on which the sign(s) will be located showing the location of buildings, parking lots, driveways, and landscaped areas on the lot.
   - An accurate indication on the plot plan of the location and orientation of all existing signs, each sign for which a permit is requested, and the anticipated location of future signs requiring a permit.
   - A description and illustration of each proposed sign including the following:
     - Colors and materials to be used in sign construction (e.g., limestone base with bronze letters, etc);
     - Style of lettering for all signs;
     - Appearance/location of logos or icons;
     - Location of each sign on the building(s), with building elevations if necessary (e.g., over doors, over windows, awnings, etc);
     - All sign proportions; and,
     - Types of illumination (e.g. external illumination with description of type of outdoor light fixture).
   - In addition, optional submittals may be required by the Zoning Administrator if deemed necessary due to the character of the proposed signs and/or site.

Over – Please complete both sides of the application form

Please provide the following information for all proposed new signs along with any existing signs to remain on the property and attach the required site plan and sign illustration(s):

Property Information *(required)*

Linear Dimensions of Building Exposures: North: 28 ft South: 28 ft East: ____ ft West: ____ ft
Corner Lot: Yes: ____ No: X
Multiple Tenants: Yes: ____ No: X
Existing Signs: Yes: ____ No: X

Business Center Signs ($150/sign + Special Use Permit) *Approval*

Existing:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
Proposed 1:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
Proposed 2:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
Illumination:	None: ____	Internal: ____	External: ____	Backlit/Halo: ____	
Description:					

Monument Signs ($150/sign) *Approval*

Existing:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
Proposed 1:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
Proposed 2:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
Illumination:	None: ____	Internal: ____	External: ____	Backlit/Halo: ____	
Description:					

Monument Signs with Electronic Message Centers ($250/sign + annual inspection fee) *Approval*

Existing:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
Proposed 1:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
EMC 1:	Message Area: ____ sq ft	Static Area ____ sq ft	Total EMC Area: ____ sq ft		____
Proposed 2:	Area: ____ sq ft	Base Height: ____ ft	Total Height: ____ ft	Setback: ____ ft	____
EMC 2:	Message Area: ____ sq ft	Static Area: ____ sq ft	Total EMC Area: ____ sq ft		____
Illumination:	None: ____	Internal: ____	External: ____	Backlit/Halo: ____	
Description:					

Pole Signs (STH 441 Only) ($150/sign) *Approval*

Existing:	Area: ____ sq ft	Total Height: ____ ft	Setback: ____ ft		____
Proposed:	Area: ____ sq ft	Total Height: ____ ft	Setback: ____ ft		____
Illumination:	None: ____	Internal: ____	External: ____	Backlit/Halo: ____	
Description:					

Projecting Signs ($75/sign) *Approval*

North Elevation:	Existing: ____ sq ft	Proposed 1: ____ sq ft	Clearance Height: ____ ft		____
South Elevation:	Existing: 0 sq ft	Proposed 2: 9.5 sq ft	Clearance Height: 11 ft		____
East Elevation:	Existing: ____ sq ft	Proposed 3: ____ sq ft	Clearance Height: ____ ft		____
West Elevation:	Existing: ____ sq ft	Proposed 4: ____ sq ft	Clearance Height: ____ ft		____
Illumination:	None: ____	Internal: ____	External: ____	Backlit/Halo: ____	
Description:					

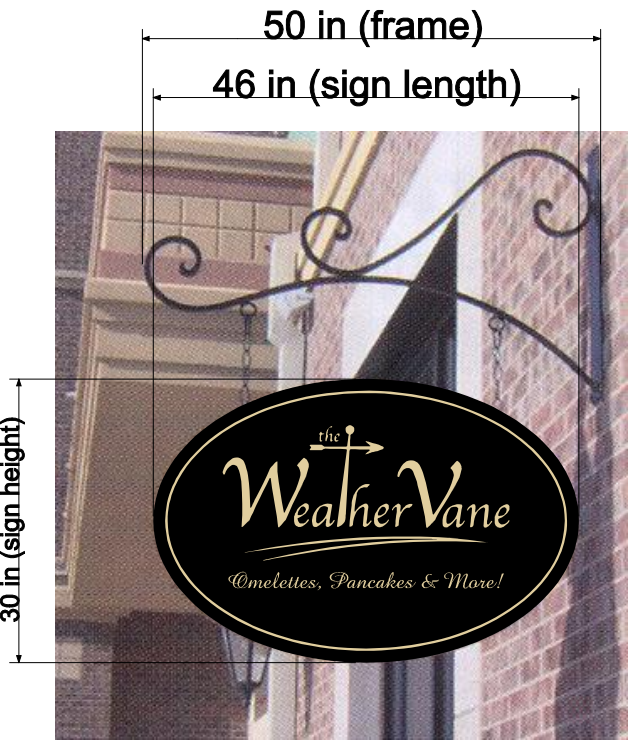
Sidewalk Signs ($50/sign) *Approval*

Proposed:	Area: ____ sq ft	Height: ____ ft	Location: ____	____
Description:				

Wall, Awning, Canopy, or Marquee Signs ($75/sign) *Approval*

North Elevation:	Existing: 0 sq ft	Proposed 1: 9.5 sq ft	Type: Flat panel	____
South Elevation:	Existing: 0 sq ft	Proposed 2: 16 sq ft	Type: applied vinyl graphics	____
East Elevation:	Existing: ____ sq ft	Proposed 3: ____ sq ft	Type: ____	____
West Elevation:	Existing: ____ sq ft	Proposed 4: ____ sq ft	Type: ____	____
Illumination:	None: X	Internal: ____	External: ____	Backlit/Halo: ____
Description	simple Flat panel sign, aluminum with applied graphics			

north elevation



Discover Historic Menasha

and win a $200 shopping spree!

1

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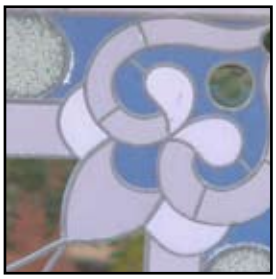

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Identify the buildings that feature these architectural details and win a $200 Downtown Menasha shopping spree.

Entry forms and rules are on back

Write the building address next to the correct architectural photo number.

Photo Building address

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Your Name _____

Address _____

City_____ State ___ Zip _____

Phone _____

Rules: