

Wednesday, January 11, 2023

4:00 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public may attend in-person or remotely through the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/83090726559>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 830 9072 6559

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Landmarks Commission for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Commission about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Commission should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Commission for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to community.development@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the May 11, 2022 Landmarks Commission meeting.
4. BUSINESS.
 - a. Discussion regarding 2023 historical signage project.
5. SCHEDULE NEXT MEETING DATE.
 - a. To be determined.
6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

LANDMARKS COMMISSION

Working Draft Minutes

May 11, 2022

Members Present: Ron Larson, Gordon Kinder, Mike Flaherty

Members Absent: Kathy Krusiec

Staff Present: Andrew Bremer, Andrew Day, Karen Knoll, Kong Thao

1. CALL TO ORDER

Flaherty called the meeting to order at 4:30 p.m.

2. PUBLIC APPEARANCES

None

3. APPROVAL OF MINUTES

Review and possible approval of the October 7, 2021 Landmarks Commission meeting minutes.

Motion by Kinder to approve the October 7, 2021 minutes, seconded by Larson. Motion carried 3-0.

4. BUSINESS

- a. Commission introductions and discussion regarding the role of the Commission.

Bremer summarized the restructuring, which was approved by the Village Board, The roles, and duties of the Landmarks Commission are identified under Division 6, Historic Preservation of the McFarland Zoning Code and can be reviewed as needed by the Landmarks Commission.

- b. Discussion and possible action on a Certificate of Appropriateness application submitted by Urso Bros. LLC for exterior site improvements to 5979 Siggelkow Road.

Returning to agenda item 4(b) after taking item 4 (e)

Bremer reviewed the history of the application with Commissioners; Urso Brothers purchased this property with the intent of moving their offices to the site. There are other approvals in process, which are currently before the Plan Commission. Bremer reviewed

the previous actions along with the ones currently pending. Bremer discussed the list of Urso's proposed site plan changes and improvements as included in packet with Commissioners.

Kevin Urso explained they are not looking to change anything on the exterior of the building, they are adding an ADA ramp on the structures addition. Urso discussed the parking lot and driveway improvements, which will they feel will make access safer to the property. Commissioners discussed the proposal and concurred there were no proposed changes to the exterior structure of the building, and the proposed changes would be an improvement.

Larson moved to approve a Certificate of Appropriateness on the application as submitted by Urso Bros. LLC for exterior site improvements to 5979 Siggelkow Road. Kinder seconded the motion. Motion carried 3-0.

- c. Discussion regarding Commission Assistance and Mentoring Program (CAMP) training offered by the National Alliance of Preservation Commission, April 6th and 7th, 2022.

Larson indicated he recently attended a two-day online training conference put on by the National Alliance of Preservation Commission. Larson summarized there were basically five basics area and reviewed them with Commissioners covering; Legal Basics, Design Review Standards and Guidelines, Meeting Procedures, Infill Design, and Public Outreach, per the information included in packets. Commissioners discussed the ideas from the training Larson attended.

d. Discussion regarding the Village's new Historic Properties GIS Story Map.

Thao explained the new GIS story map with Commissioners, including where to find the link on the Village website, features of the site, mapping, how to use the site, along with showing how to locate a site while using the tool with Commissioners. There is a way to have a link to pertinent information about a specific the historical property. Commissioners also discussed having programs at the library regarding historical properties in McFarland, along with flyers and information promoting the new tool which is now available.

Members discussed having a meeting with the Historical Society to build a relationship. Bremer pointed out if they were to do a meeting they need to be mindful of proper notifications and the possibility of a quorum. Bremer noted either a non-quorum of Landmarks Commission members could meet informally with members of the Historical Society or a joint meeting could be scheduled with the Landmarks Commission/Historical Society Board.

e. Discussion and possible action on a Certificate of Appropriateness application submitted by Shaun O'Hearn for side and rear yard fence improvements to 5923 Exchange Street.

Commissioners agreed to take this item first on the agenda due to O’Hearn appearing person.

Shaun O’Hearn – 5205 Linden Parkway, owner of the McFarland Café located at 5923 Exchange Street. O’Hearn indicated he is wishing to install fencing around the side and rear of the property to enable him to expand his liquor license for the property. O’Hearn reviewed his submittal for two types of fencing as provided in packets. O’Hearn advised along with the café on the first floor he has two air b’n’bs on the second floor, and is looking to bring in an arcade behind the ice cream parlor. The rear yard would be a way to encapsulate all of those businesses. He intends to keep as much green space as possible with the possibility of seating pods in the future with live entertainment, a pet and family friendly area.

Bremer summarized this area falls under three different areas of approval, the outdoor consumption area which is a separate application through the Public Safety Committee and the Village Board. This is for the Landmarks Commission to decide if the fence would be detrimental to the historic nature of the building. Bremer reviewed the types and styles of the two proposed fences as provided in packets with Commissioners. Commissioners discussed for the project, the proposed height of the rear fence, the concern of the style of the rear fence/wall appearing too modern in nature, the poured top of the proposed rear fence, and the timeline as it was felt in the past O’Hearn did not complete prior approved projects in a timely manner, taking over a year. Commissioners had questions on the required height for a fence in this situation.

Bremer clarified the minimum requirement for the outdoor consumption standard is four feet for a fence; the building code states the fence can be taller as a commercial property. O'Hearn concurred the front fence did take him a bit of time to complete; he intends to start this project as soon as he has approval. He has no issues with the rear gabion fence being rock to the top without the poured concrete top.

Larson moved to approve a Certificate of Appropriations on an application as submitted by Shaun O'Hearn for side picket fence and rear yard gabion four-foot wall fence 5923 Exchange Street. Flaherty seconded the motion. Kinder wanted his concerns noted as to desiring a higher rear wall, and not in favor of the concrete top on the gabion wall. Motion carried 3-0.

5. SCHEDULING NEXT MEETING DATE

- a. To be determined

6. ADJOURNMENT

Kinder moved to adjourn, Larson seconded the motion. Motion carried meeting adjourned at 5:41 p.m.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, January 11, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director, Kong Thao, Associate Planner

AGENDA ITEM: Discussion regarding 2023 historical signage project.

PREVIOUS ACTION:

ISSUE SUMMARY:

As part of the Village's 2023 Capital Improvement Budget, the Village Board included up to \$15,000 in funding for new historical signage in the Village. This project broadly consists of two components: (1) signage for officially designated historic properties in the Village and (2) potential installation of additional community history sign(s) within Village parks/downtown, etc. The initial focus is regarding the first item. Sec. 62-399 states *"After an historic structure or site has been so designated by the Village Board, the Landmarks Commission shall cause to be placed on such property, at Village expense, a suitable plaque declaring that such property is an historic structure or site. Such plaque shall be placed in a location readily visible to pedestrians and shall contain all information deemed appropriate by the Commission."* Staff notes that the Village can't compel owners of historical properties to place a historic sign on their property if they do not want a sign. In addition, this project is limited to properties that are officially designated under Village ordinance as historic properties. There are other properties within the publication Historic McFarland A Walking Tour that have been previously determined to not meet the conditions for official local historic property designation that this project would not apply to. The following is a general approach to completion of this project.

Historic Property Signage

1. Inventory Properties for Existing Signage. Staff intends to review each locally designated historic property to determine if the properties already have a historic sign, and if so, its characteristics and condition.
2. Notify Property Owners. Staff intends to send a letter of interest to identify those historic property owners that are interested in having a historic sign placed on their property.
3. Determine Placement and Location for Signage. This topic of discussion is focused on preferences towards preferred locations for new signage. Typically, historic property signage is either wall mounted near the primary building entrance or freestanding pole signs near the front lot line/sidewalk (where present). Staff's initial recommendation is that the Landmarks Commission determine upfront that the signs would be freestanding as these would be more feasible for installation by Village Public Works staff.
Additionally, viewership can be observed from the sidewalks with minimal disturbances to the property.



4. Determine the Design/Style of each Sign. The design of the signs should be consistent for each property to present a consistent theme and to remain within the project budget. Staff does not recommend each property owner be allowed to design their sign. The final materials, designs, and content will need to be determined at a later date by the Landmarks Commission prior to ordering the signs.
5. Final Confirmation from Property Owners. Once the sign design has been confirmed, Staff recommends verifying the final design and installation location with each interested property owner prior to ordering the signs.
6. Sign Order/Fabrication.
7. Sign Installation.

Community History Signs

Staff anticipates there should be sufficient funds within the project budget to install one new community history sign somewhere within the Village, for example in McDaniel Park. The capacity to install additional sign(s) will be dependent on the level of interest of historic property owners as this will impact the total remaining budget. Similar to the historic property signage, the Landmarks Commission will need to determine the final location, size, message/images, design, and materials. Noting also, that any signs proposed within a Village Park should also be reviewed by the Village's Parks & Recreation Committee.

General Project Timeline

The goal is to complete this project this year with final signs installed by next Fall.

Staff Comments

The intent of this meeting is to introduce this project to the Landmarks Commission. Future meetings will be scheduled to discuss the results of the property inventory, property owner responses, and signage design.

FINANCIAL/BUDGET IMPACT:

The 2023 Capital Improvement Budget includes up to \$15,000 to fund this project. Future annual budgets may provide opportunities for installation of additional community history signs.

VILLAGE PLAN REFERENCE:

Comprehensive Plan, 2017 - The project's goals are consistent with Chapter 3-Culture and Community Character, Initiative 3. with conducting a building inventory and McFarland's efforts for historic preservation.

Reinvigorate McFarland's Historic Preservation Efforts. A range of efforts, like updating a historic building inventory or becoming a Certified Local Government, could further distinguish McFarland as a village with history.

ORDINANCE REFERENCE:

Sec. 62-399. - Recognition of historic structures and historic sites.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is for discussion only. No action is required at this time.



ATTACHMENTS:

None