

Tuesday, April 25, 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/88019427658>

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

Webinar ID:880 1942 7658

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 January 11, 2023 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.

Minutes
Landmarks Commission Meeting
January 11, 2023

Members Present: Carrie Nelson, Gordan Kinder, Kathy Krusiec, Ron Larson

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

Nelson called the meeting to order at 4:02 PM.

2. PUBLIC APPEARANCES.

Ron Larson, 5403 Marsh Woods Drive, spoke as a public citizen to provide his opposition to the removal of Mike Flaherty as Chair of the Landmarks Commission and his other seating.

3. APPROVAL OF MINUTES.

- a. Kinder motioned to approve the minutes of the May 11, 2022 Landmarks Commission meeting. Seconded by Larson. Motion carried 3-0-1, abstention from Nelson.

4. BUSINESS.

- a. Discussion regarding 2023 historical signage project.

Bremer provided introduction of the agenda item, the scope of the project, and requested feedback on Staff's approach thus far to the use of the approved Capital Improvement Budget of \$15,000 for this project. Thao provided further detail on the research done with example signage found online. Thao presented details on the proposed steps moving forward in the project including the expected timeline for the upcoming year. Discussion by the commission members included materials of signs, preferences for locations and placement of signs, maintenance responsibilities, new property designations, improvements to educational efforts, and alternative funding sources. There was general consensus by commission members that the future installation of signage for locally designated historic properties should be mounted on poles within Village right-of-way.

Jane Licht, 2964 County HW AB, spoke on the current McFarland historical marker on Exchange Street, past achievements by the McFarland Historical Society, maintenance, and past efforts on plaque and outreach with designated properties. Licht confirmed the McFarland Historical Society is in support of this project.

Staff confirmed future meetings will include more information along the discussed topics with the Commission as the project progresses, gathering feedback to be implemented as needed. Staff asked commission members share with staff any preferences for locations, designs, and any descriptions of texts associated with any community history signs.

5. SCHEDULE NEXT MEETING DATE.

- a. To be determined.

6. ADJOURNMENT.

Larson motioned to adjourn. Seconded by Kinder. Motion carried 4-0. Meeting adjourned at 5:12 PM.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 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:

January 11, 2023 - Discussion on the 2023 historical signage project

ISSUE SUMMARY:

Scope of the Historical Signage Project

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 but can place signs within the public right-of-way without the neighboring property owners consent. 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. Property Maps for Historic Properties. Staff reviewed the designated historical properties, identifying their existing features, which include trees, general sewer/water lateral locations, existing signs, and mail boxes which may impact the placement of signs in the right-of-way. From this, proposed locations are based on each property's layout and provided in the packet. The maps provided in the packet are intended to give Commission members a high-level overview of potential locations within the ROW to install the signs. The purpose of this meeting is not to finalize the location of signs on any particular property. It is staff's intent to review these preliminary locations with Public Works staff (future installers) and associated property owners (refer to item #5.).



2. Sign Estimates and Comparison. Staff received preliminary quotes from a list of sample vendors provided by the Wisconsin Historical Society. These include [Atlas Signs and Plaques](#), [Erie Landmark](#), [Sewah Studios](#), [Colonial Brass](#), and [American Sign Letters](#). All cost estimates received include metal mounts for each sign. From what was gathered, Sewah Studios was the only vendor to offer double-sided print on their bronze plaque signs while providing comparable pricing. This feature supports the placement of interpretive signs on terraces (right-of-way) versus placement on private properties. Staff concluded placement on the ROW and terraces increase viewership from both directions on the sidewalks, while reducing disturbances on private property and also eliminating the need for easement requests on private property.
3. Design Sign. [Sewah Studios](#) offers a number of different sign styles, sizes, and designs. Following a staff meeting with Sewah Studios, the recommended design with the most versatility offered was [the Revised Ohio](#). The selected sizes are 12"x18" and 20"x29" with nationally designated property signs as the larger size accommodating for more text. The smaller signs, at 12"x18", would better fit locally designated properties. [Sewah Studio's color chart](#) provides a matrix of marker background colors and corresponding letter color options. From this matrix, staff is leaning toward utilizing either a brown background with white lettering or a medium green background with white lettering. An important consideration is how the colors contrast with the Village's badge logo, which staff proposes be utilized as a universal feature on every sign. The [lettering size](#) will vary between 5/8" and 1", appropriate to meet the space allowed for each sign's size. The size of the title of the sign is typically one level up from the size of the body of the sign text. Staff will review the design options with the Commission members. The packet also includes a preliminary example of the titles and text for each sign, including total characters and words. The proposed text for each sign is derived from the Historic McFarland: A Walking Tour booklet, but reduced to meet the character limit for each sign. At this time, staff is not seeking to finalize the specific text of each sign. What is provided is intended to illustrate a consistent pattern with the content of each sign (e.g. Name of Property and a short description within the size, line, and word count requirements from Sewah). Noting that the property addresses are included only for informational purposes and would not be necessary on the final sign.
4. Project Financing. Based on a preliminary quote provided by Sewah Studios, the cost of the signs generally ranges from \$2,000-\$3,000 per sign depending on the final size, text size, and sign enhancements (e.g. logos or QR codes). Pricing includes shipping and a 7' pole. Given the project budget of \$15,000, ordering signs for all 19 designated properties will not be achievable in 2023. Staff has also determined that the Village should not proceed with installing signs for properties along Exchange Street south of the Larson House in 2023. In 2024, the Village is planning to reconstruct this roadway. The property maps in the packet illustrate the future reconstruction of this road. It does not make sense to install signs in 2023 within the right-of-way for these properties only to have to remove and reinstall them in 2024 after the road is reconstructed. Therefore, staff is considering the following revised approach to funding and implementing the signage project:
 - a. There are six properties located on Exchange Street that will be delayed until 2024 due to roadway reconstruction. Funding for the purchase of these signs could be considered within the 2024 budget for installation in 2024 after the road work



- nears completion.
- b. There are six properties located within the Village's Tax Increment District #4, including two nationally designated properties (Larson House, McFarland House). With Village Board approval, it may be possible to utilize TID #4 funds for the cost of purchasing these signs in 2023.
 - c. The remaining seven properties will take priority in being financed with the allotted \$15,000 budget. The packet includes the arrangements of these listed properties and their proposed funding source.
5. Notification to Property Owners. Staff have drafted a preliminary letter to be sent to property owners regarding the details of the historical signage project as included in the packet. For informational purposes, each letter will include the property site map of the proposed location and representative image/text of the sign design based on the final approved by the Landmarks Commission. Questions and comments can be redirected to our Department.

General Project Timeline

Staff will work to obtain a final quote from Sewah Studios following the submittal of the desired text and design. The Landmarks Commission will meet again to recommend the purchase of the historic signs to the Village Board and for approval of the use of TIF Funds to be used for the properties within TID #4.

Community Park Signage

Staff anticipates there will not be sufficient funds within the project budget to install a community park sign in 2023 as previously envisioned. The capacity to install additional sign(s) is dependent on the final quote received from Sewah Studios. Similar to the historic property signage, Staff will need to determine the final location, size, message/images, design, and materials for Community Park signs. Noting also, that any signs proposed within a Village Park should also be reviewed by the Village's Parks & Recreation Committee. This project can be discussed at a future Landmarks Commission meeting for consideration of a budget request for 2024.

Rehabilitation of Existing Historical Marker

Sewah Studios was the vendor that made the existing Village historical marker sign on Exchange Street across from Larson Park. Staff obtained a preliminary estimate from Sewah to refurbish the sign at \$1,500, excluding shipping and handling. Similar to the Community Park Signage project, staff recommends postponing discussion on this potential project to a future meeting with funding requests considered for 2024.

The focus of the April 25th meeting is to review the Historic Property Signage information (items #1-5 above). Staff's desire is to obtain consensus on the proposed approach to the sign style, size and design to enable staff to obtain a purchase order from Sewah for future recommendation by the Landmarks Commission to the Village Board.

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 historical park 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.

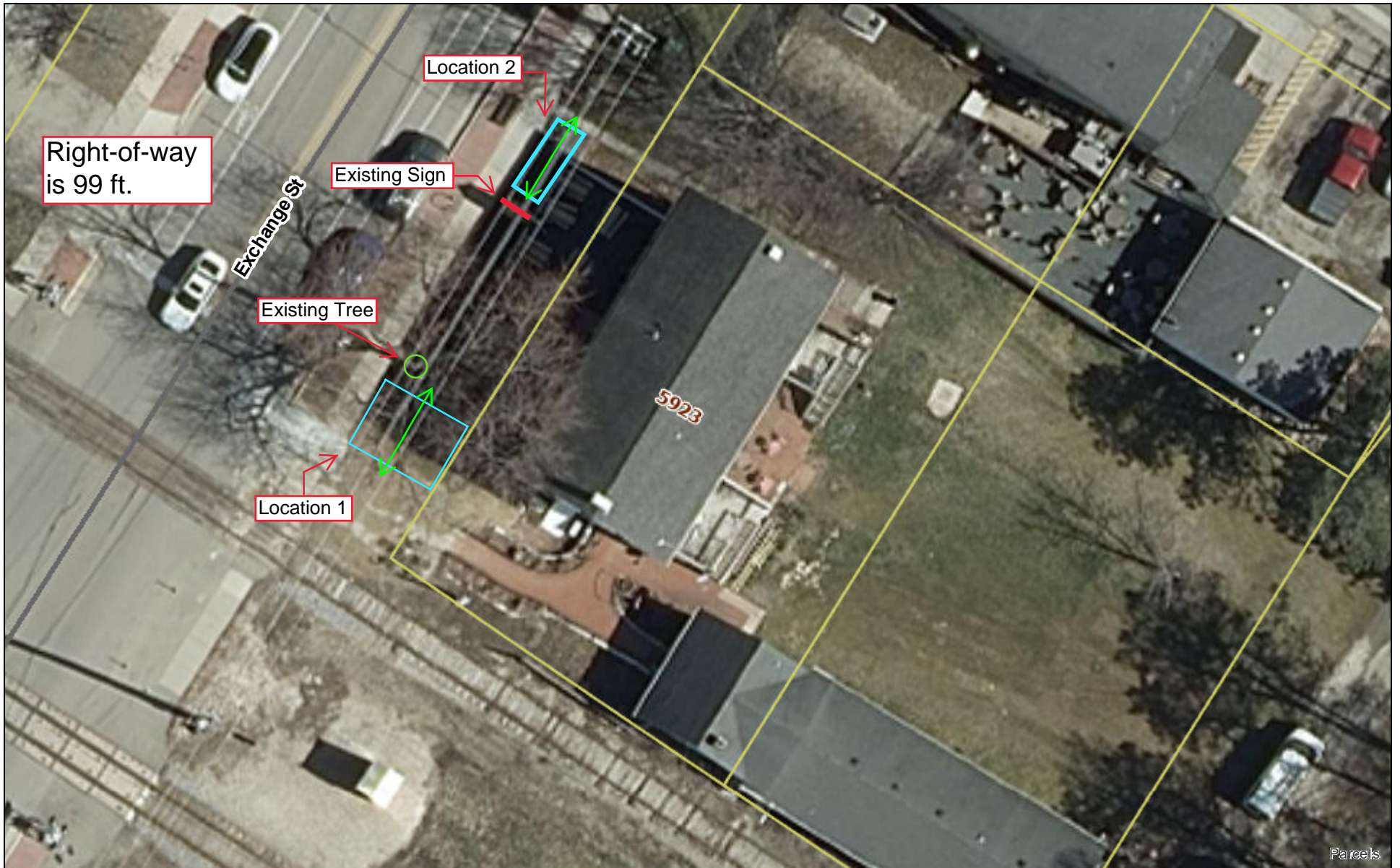
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

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

ATTACHMENTS:

1. Historical Signage Property Maps 4.19.2023
2. McFarland Historic Property Text Examples - 4.4.2023
3. Historical Signage Project Funding Table
4. Draft Letter to Historic Property Owners_04.20.2023

5923 Exchange Street - McFarland House

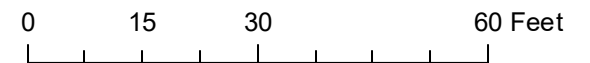


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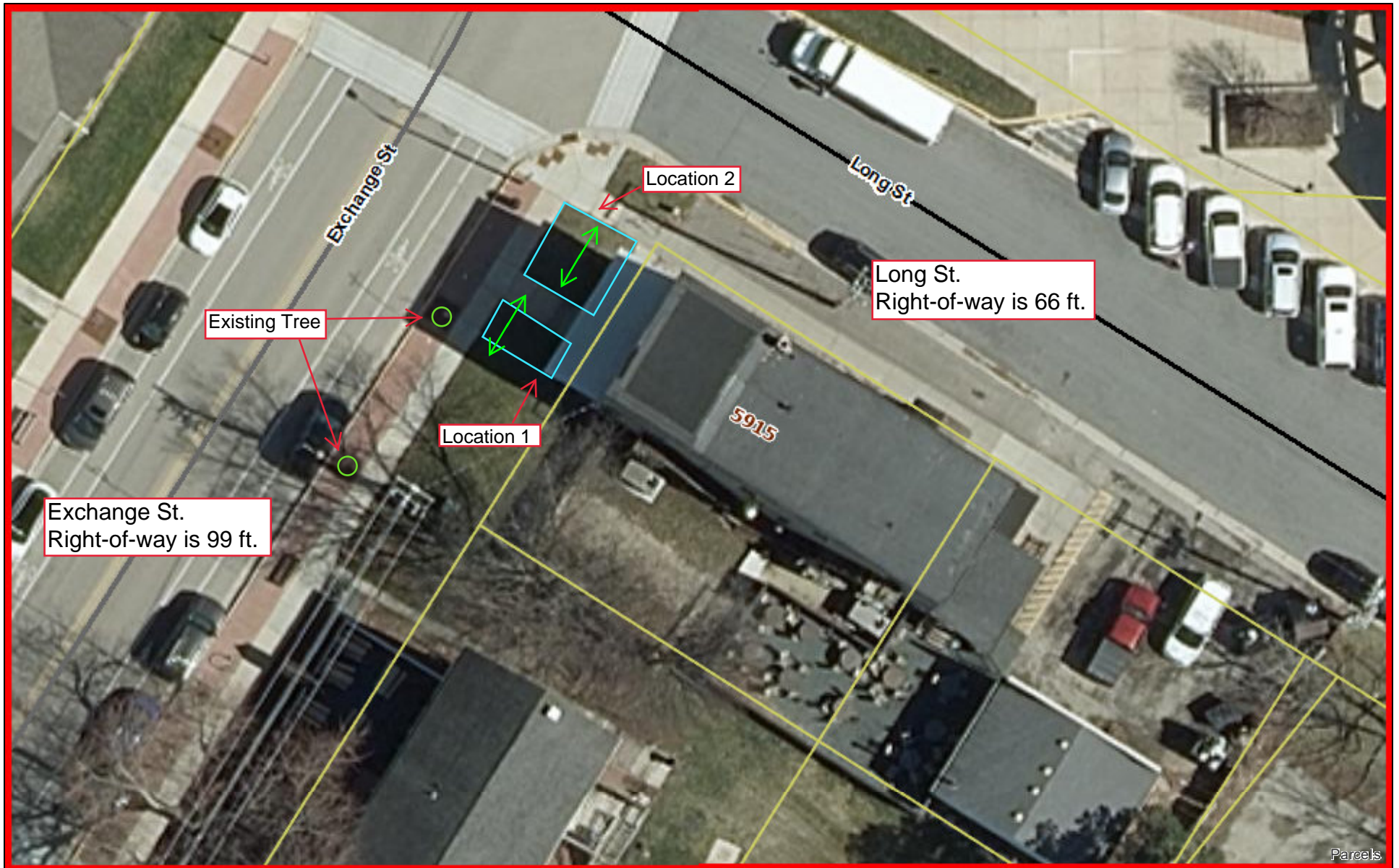
- Road Names
- Road Centerlines**
- County Highway

- Dane County Mask
- Address
- Address & Unit Number

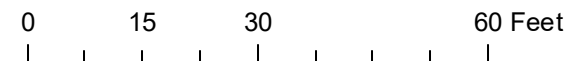
- Address & Building Number
- Parcels



5915 Exchange Street - Evans Store & McFarland Tavern



February 23, 2023



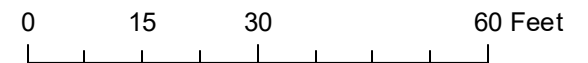
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| Road Names | Local Road | Address & Unit Number |
| Road Centerlines | Dane County Mask | Address & Building Number |
| County Highway | Address | Parcels |



5819 Main Street - Ed Reed Building



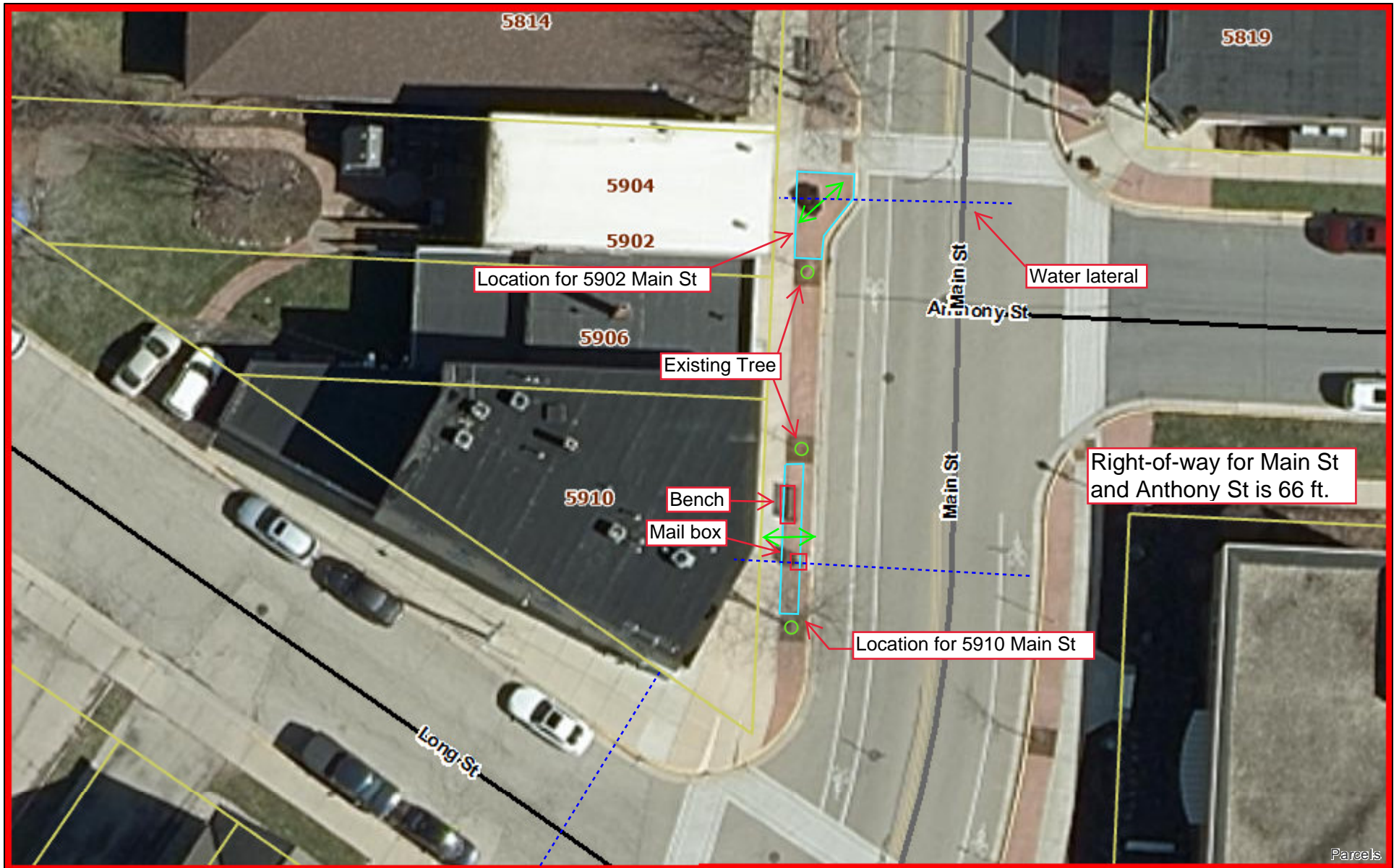
February 23, 2023



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| — Road Names | — Local Road | Address & Unit Number |
| Road Centerlines | ■ Dane County Mask | Address & Building Number |
| — County Highway | ■ Address | □ Parcels |

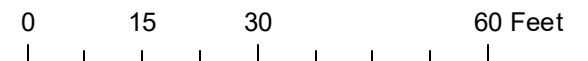


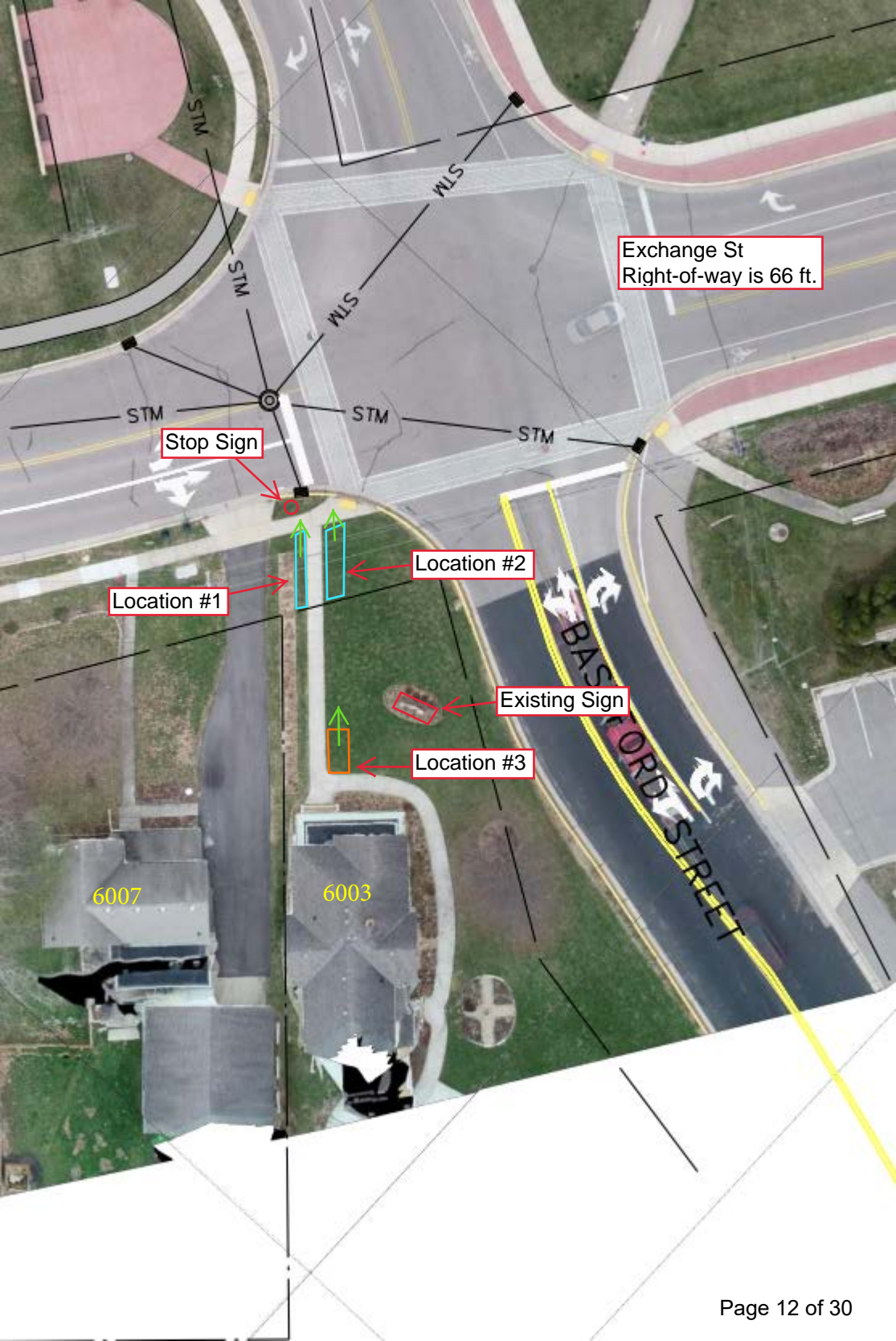
5901 Main St - Tollef Lewis Building & 5910 Main Street - Ole S. Olson Building



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- | | | |
|------------------|------------------|---------------------------|
| Road Names | Local Road | Address & Unit Number |
| Road Centerlines | Dane County Mask | Address & Building Number |
| County Highway | Address | Parcels |





Exchange St
Right-of-way is 66 ft.

Stop Sign

Location #1

Location #2

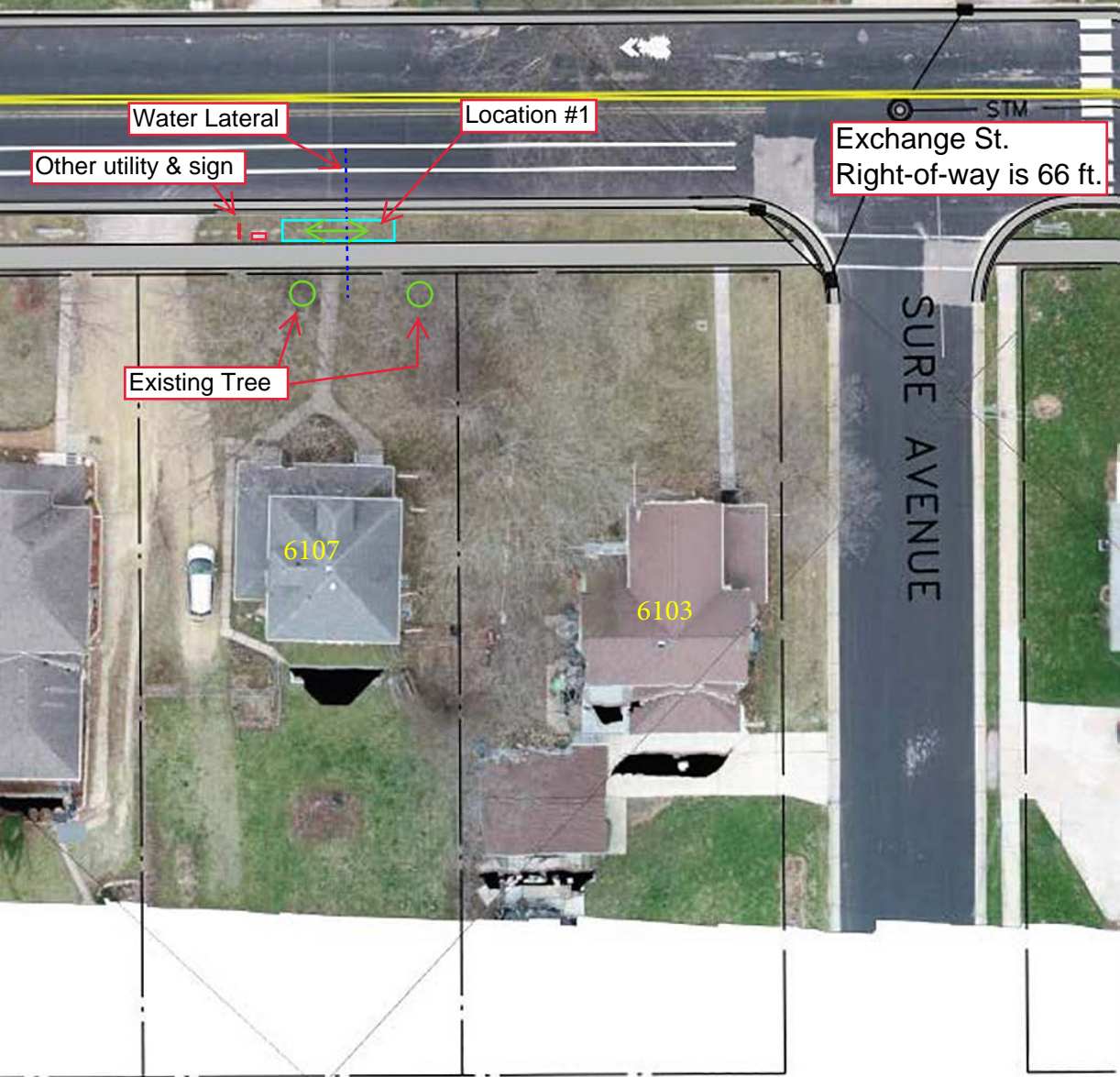
Existing Sign

Location #3

6007

6003

BAS FORD STREET



Water Lateral

Location #1

Exchange St.
Right-of-way is 66 ft.

Other utility & sign

Existing Tree

6107

6103

6107 Exchange Street - Moe House

6123 Johnson Street - Johnson House



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Road Centerlines

Centerline Road

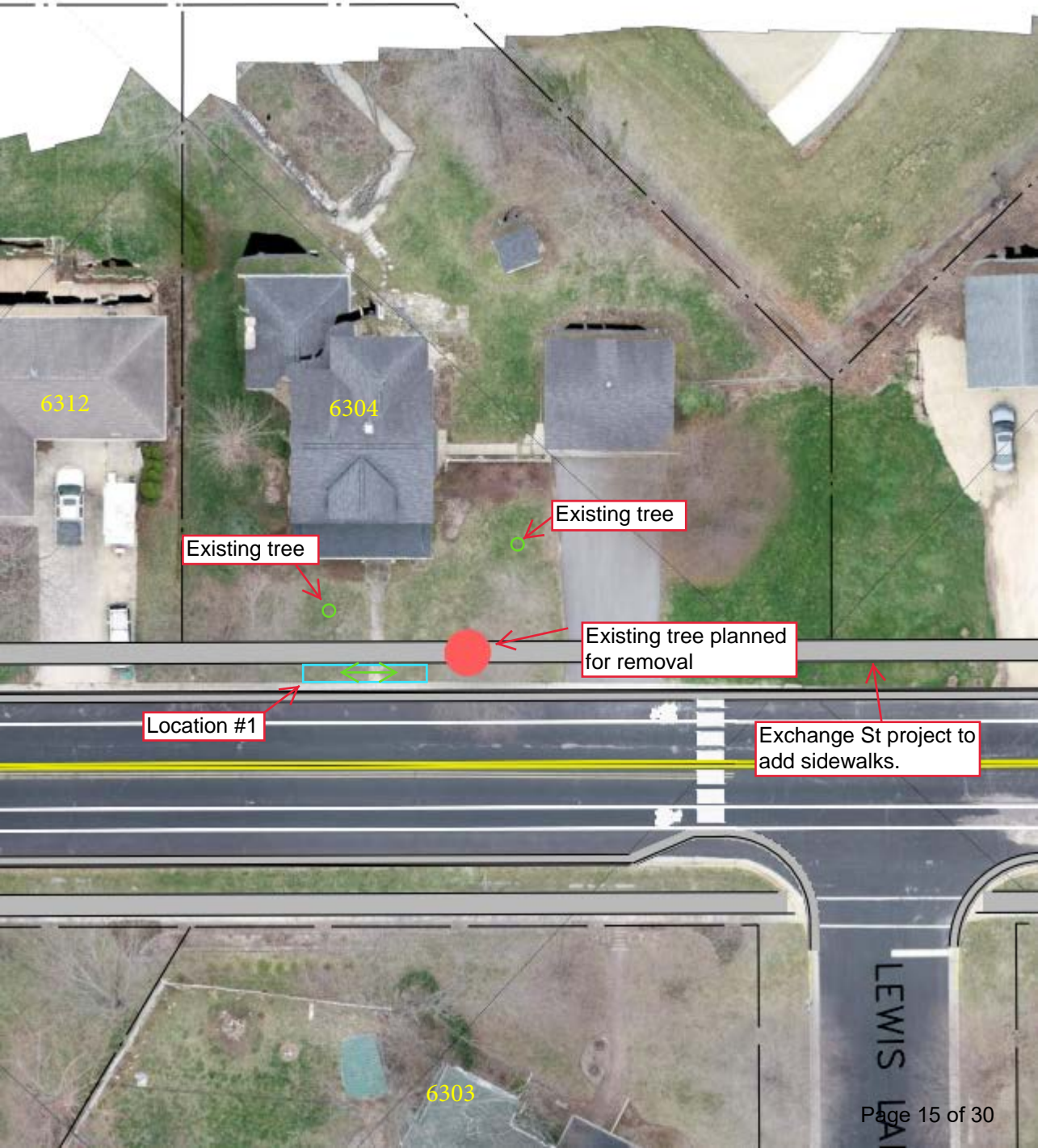
Dane County Mask

Parcels

0 20 40 80 Feet



6304 Exchange Street - Melvin Lewis House



6312

6304

Existing tree

Existing tree

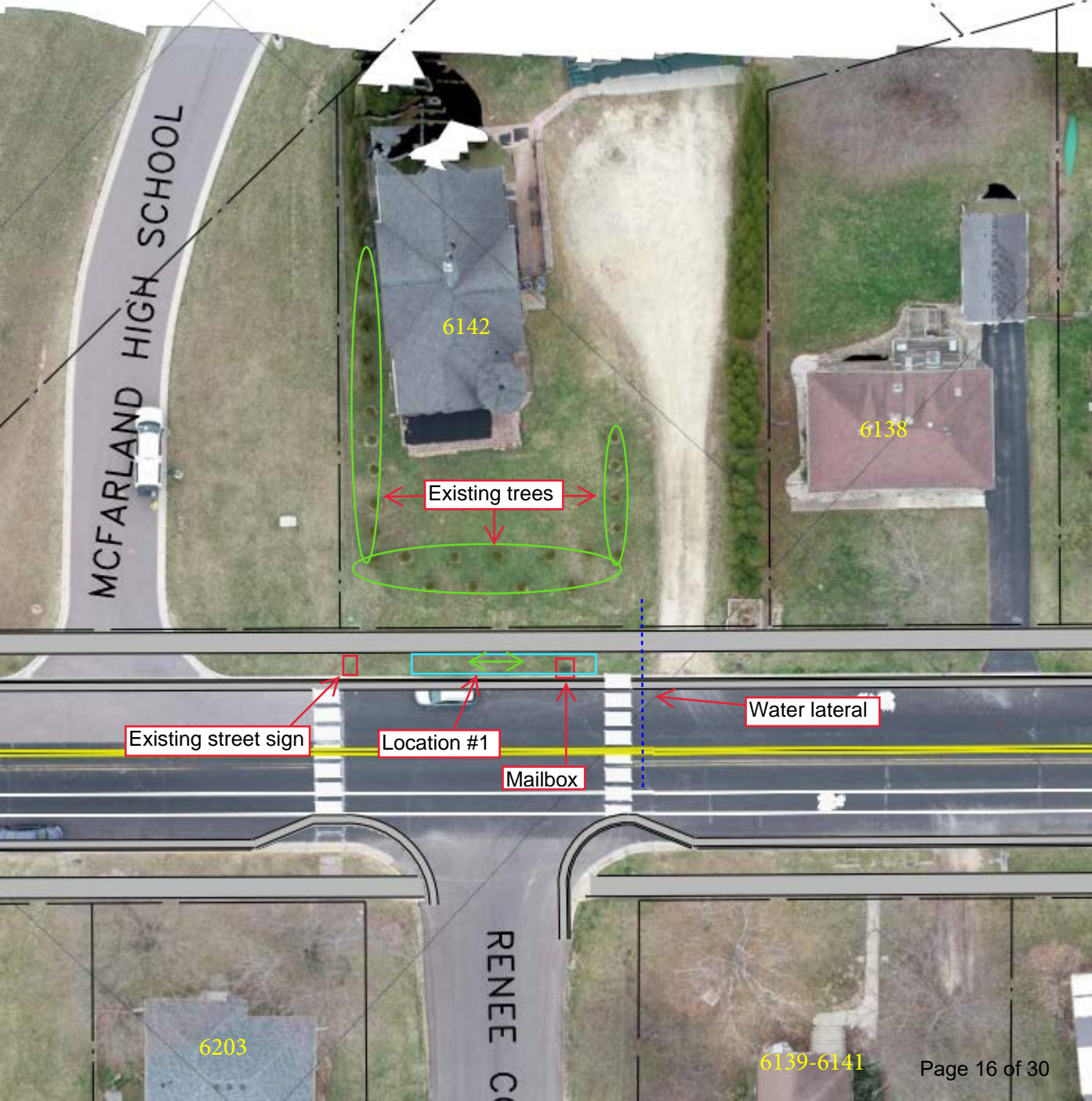
Existing tree planned for removal

Location #1

Exchange St project to add sidewalks.

6303

6142 Exchange Street - Siggelkow-Downing House



6142

6138

Existing trees

Existing street sign

Location #1

Mailbox

Water lateral

6203

6139-6141

6128 Exchange St - Skare House



Existing tree

Location #1

Existing street sign

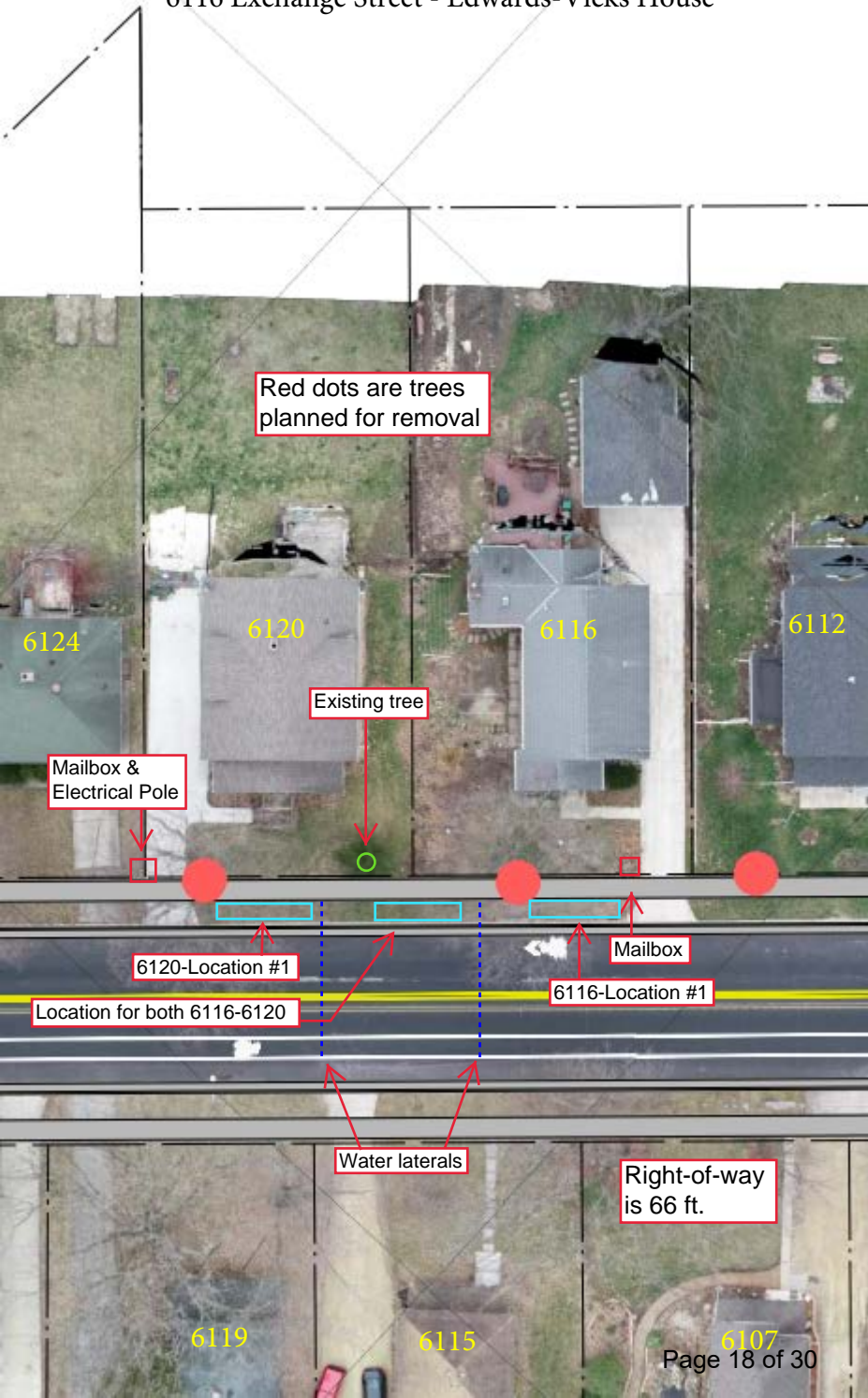
Mail Box

Water lateral

Tree planned for removal

6127

6120 Exchange Street - Ottum-Olson House &
6116 Exchange Street - Edwards-Vicks House



Red dots are trees
planned for removal

6120

6116

6112

6124

Existing tree

Mailbox &
Electrical Pole

6120-Location #1

Mailbox

Location for both 6116-6120

6116-Location #1

Water laterals

Right-of-way
is 66 ft.

6119

6115

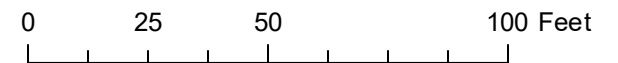
6107

5707 Wisconsin Street - Olson-Evenson House



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ROW is 66' wide



5606 Main Street - Anderson House



February 24, 2023

Road Names

Road Centerlines

Local Road

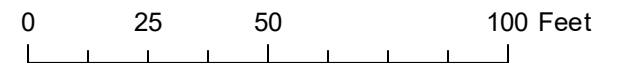
Dane County Mask

Address

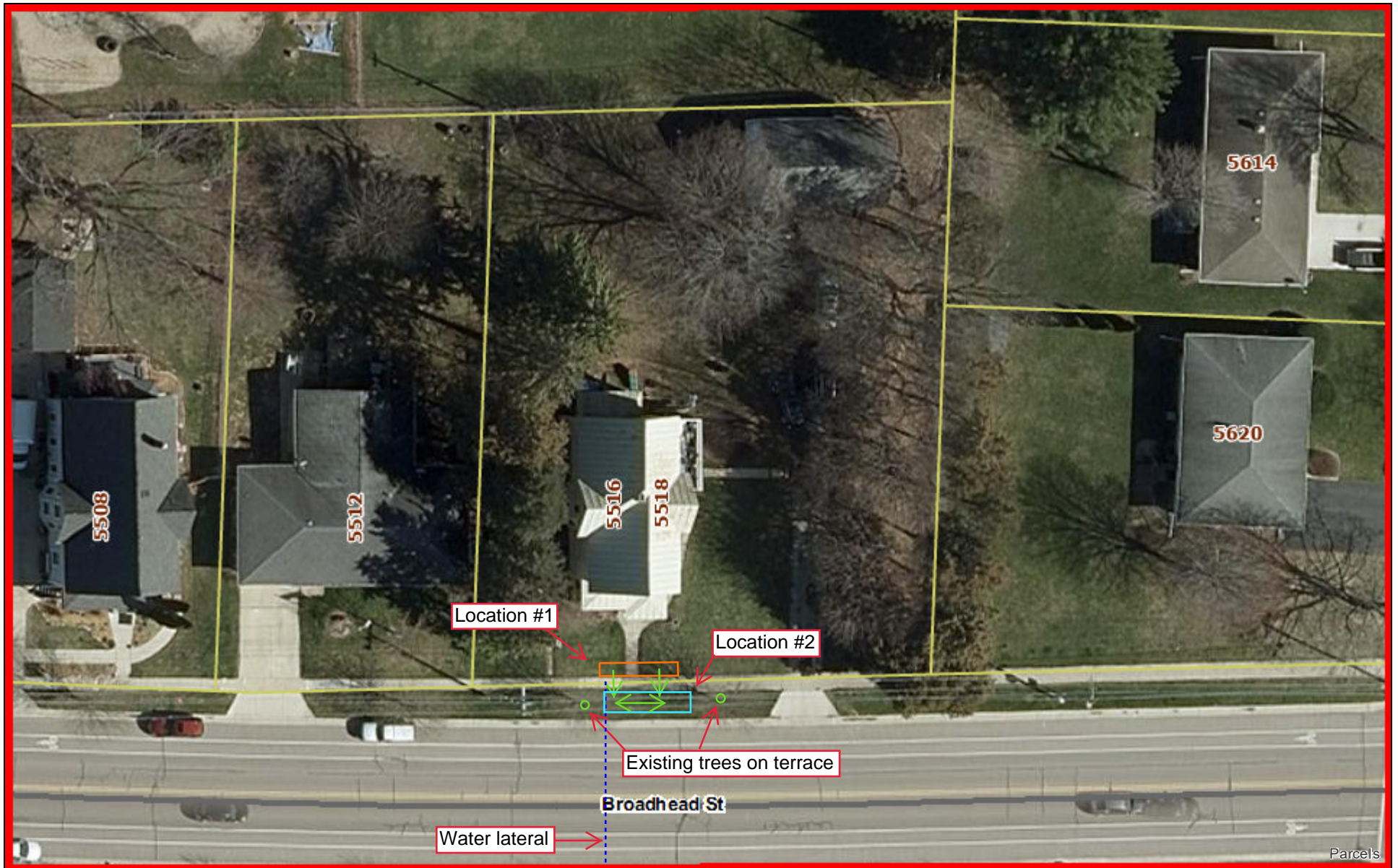
Address & Unit Number

Address & Building Number

Parcels



5518 Broadhead Street - Patterson House

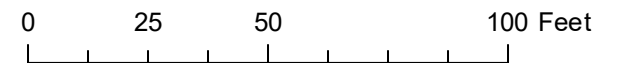


February 24, 2023

- Road Names
- Road Centerlines**
- County Highway

- Dane County Mask
- Address
- Address & Unit Number

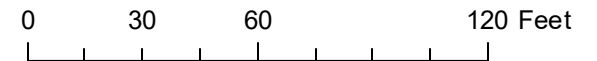
- Address & Building Number
- Parcels



5810 Broadhead Street - Holscher House



February 23, 2023



- | | | |
|--------------------|--------------------|---------------------------|
| — Road Names | — Local Road | Address & Unit Number |
| — Road Centerlines | — Dane County Mask | Address & Building Number |
| — County Highway | — Address | — Parcels |



5416 Main Street - Freeman Eighthmy House II



February 23, 2023

Road Names

Road Centerlines

Local Road

Dane County Mask

Address

Address & Unit Number

Address & Building Number

Parcels

0 25 50 100 Feet



5979 Siggelkow Road - Waubesa School

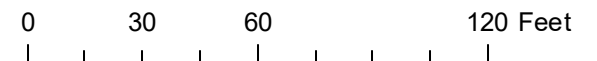


February 23, 2023

Road Names
Road Centerlines
 Local Road

Dane County Mask
 Address
 Address & Unit Number

Address & Building Number
 Parcels



Nationally Historic Property (perhaps with photos)

Pattern	Panel H. x W.	5/8"				1"			
		# Lines	LtrSp/Ln	Total LtrSp	# Words	# Lines	LtrSp/Ln	Total LtrSp	# Words
Revised Ohio	39" X 43"	31	66	2046	345	22	48	1056	176
	33" X 43"	24	68	1632	274	16	49	784	139
	26" X 36"	18	56	1008	165	12	41	492	85
	20" X 36"	11	58	638	109	8	42	336	56
	20" X 29"	12	49	588	101	9	35	315	52
	12" X 18"	9	27	243	39	6	20	120	20

McFarland House

5923 Exchange Street

McFarland's oldest home. Built by the village founder, William H. McFarland, for use as a family residence and hotel in 1857. A third-floor hall was used in the early years for Saturday night dances and Sunday morning church services.

The vernacular Italianate style house remained in the McFarland family until the 1960's.

This property is listed on the National Register of Historic Places.

(420 Characters w/spaces, 68 Words)

Larson House

6003 Exchange Street

Built for E.N. Edwards in 1898 but sold in 1901 to Toffe Olson (Fosheim) who lived here for ten years. The John Larson family bought the house in 1911, spending the winters here and the summers at a cottage on Lake Waubesa. The home was purchased by the McFarland Historical Society in 2012, restored, and is now home to the Larson House Museum.

This property is listed on the National Register of Historic Places.

(440 Characters w/spaces, 79 Words)

Waubesa School

5979 Siggelkow Road

Built in 1920, the building operated as the Waubesa School until 1961. The property was locally designated a historical site on April 22, 1997, then nationally on July 17, 1997. It later served as the Oak Song School from 2004-2006, an early development school for children.

This property is listed on the National Register of Historic Places.

(370 Characters w/spaces, 62 Words)

Non-national (locally designated)

		5/8"			
Pattern	Panel H. x W.	# Lines	LtrSp/Ln	Total LtrSp	# Words
Revised Ohio	39" X 43"	31	66	2046	345
	33" X 43"	24	68	1632	274
	26" X 36"	18	56	1008	165
	20" X 36"	11	58	638	109
	20" X 29"	12	49	588	101
	12" X 18"	9	27	243	39

Evans Store & McFarland Tavern

5915 Exchange Street

Used as a general store until the 1930's by Ole and Egil Evans around 1895. Later used as the post office by the early 1930's until John McFarland bought the house and turned it into a tavern.

(243 w/spaces Characters, 45 words)

Ed Reed Building

5819 Main Street

A variety of businesses occupied this building, including a grocery store, meat market, pharmacy, and upholstery shop. It was built by Ed Reed and its features reflect the Classical Revival style.

(228 Characters w/spaces, 27 words)

Tollef Lewis Building

5902 Main Street

Tollef Lewis built this house around 1900. Lewis was a farmer, businessman, barber, undertaking and furniture sales in his building at 5902 Main St.

(185 Characters w/spaces, 30 words)

Ole S. Olson Building

5910 Main Street

Built by Ole S. Olson. This building was partitioned into two sections for the first forty years. It has been the site for many businesses, including dry goods, groceries, and hardware in McFarland.

(235 w/spaces characters, 40 words)

Moe House

6107 Exchange Street

Built for Thomas Moe, this house is a fine example of the American Four Square style that was popular from 1900 to 1920. The house remained in the Moe family until the late thirties.

(211 Characters w/spaces, 39 Words)

Johnson House

6123 Johnson Street

This house was built by Sjur Johnson, a farmer and landowner. Christ Johnson bought the house and farm in 1910 where it remained in the Johnson family until 1976.

(194 Characters w/spaces, 34 Words)

Melvin Lewis House

6304 Exchange Street

An example of the American Craftsman design, the exterior resembles an oversized bungalow. This stucco-sided house was built for Melvin Lewis, a McFarland farmer.

(200 Characters w/spaces, 30 Words)

Siggelkow-Downing House

6142 Exchange Street

Sold in 1904 from E.N. Edwards to Frank Siggelkow who owned it until 1941. Paula Downing purchased the house in 1987 on foreclosure and worked on its restoration.

(205 Characters w/spaces, 33 words)

Skare House

6128 Exchange Street

Built by Henry Skare, with a scaled down Queen Anne style. The house has kept much of its integrity with very little alteration work. It remained in the Skare family into the 1980's.

(213 Characters w/spaces, 38 words)

Ottum-Olson House

6120 Exchange Street

An example of the bungalow style with stucco veneer built by Albert Harrison of Cottage Grove for Napoleon Olson. The lumber for this house came from the Brittingham and Hixon lumber yard in Cottage Grove.

(242 Characters w/spaces, 40 words)

Edwards-Vick House

6116 Exchange Street

Built for Mrs. G. Edward featuring a bungalow style home. The house was sold in 1928 to Homer Vick, then president of the McFarland State Bank. It remained in the Vick family until the mid-1960's.

(235 Characters w/spaces, 40 words)

Olson-Evenson House

5707 Wisconsin Street

This bungalow style house was built for Julius Olson, a McFarland blacksmith. Edwin Hosel later acquired the house in 1924 by who sold it five years later to Peter Evenson where it remained in the family until the 1960's.

(261 Characters w/spaces, 44 Words)

Anderson House

5606 Main Street

Built in 1916 for John M. Anderson, a McFarland businessman who was an accountant for Brittingham & Hixon Lumber Company. The house is a great example of the American Craftsman Style with a simple, yet handsome exterior.

(237 Characters w/spaces, 40 Words)

Patterson House

5518 Broadhead Street

Built around the turn of the century, this house preceded the Parsonage at 5508 Broadhead. It is a Classical Revival style house with a fine example of Palladian windows in the front gable.

(226 Characters w/spaces, 38 words)

Holscher House

5810 Broadhead Street

Build by Fred Holscher, the original home consisted of only the right portion. The house remained in the Holscher Family until 1976 when it was purchased by John and Barbara Obst, who then restored it.

(236 Characters w/spaces, 40 words)

Freeman Eighmy House II

5416 Main Street

This large Queen Anne architecture house was built for Freeman Eighmy, a prominent businessman in McFarland back in late 1850's. The house remained in the Eighmy family until sold in 1956.

(227 Characters w/spaces, 38 Words)

Planned Funding Sources for Historical Signage

	Historical Name	Address	Designation	Sidewalks	ROW or Private Property	Category	Funding
1	Moe House	6107 Exchange St	Local	Yes	Both	Exchange Street Reconstruction	2024 Capital Improvement Budget
2	Melvin Lewis House	6304 Exchange St	Local	No	Both	Exchange Street Reconstruction	2024 Capital Improvement Budget
3	Siggelkow-Downing House	6142 Exchange St	Local	No	Both	Exchange Street Reconstruction	2024 Capital Improvement Budget
4	Skare House	6128 Exchange St	Local	Yes	Both	Exchange Street Reconstruction	2024 Capital Improvement Budget
5	Ottum-Olson House	6120 Exchange St	Local	No	Both	Exchange Street Reconstruction	2024 Capital Improvement Budget
6	Edwards-Vick House	6116 Exchange St	Local	No	Both	Exchange Street Reconstruction	2024 Capital Improvement Budget
7	Larson House	6003 Exchange St	National	Yes	Both	TID #4	TIF #4 Funding
8	McFarland House	5923 Exchange St	National	Yes	No	TID #4	TIF #4 Funding
9	Evans Store & McFarland Tavern	5915 Exchange St	Local	Yes	No	TID #4	TIF #4 Funding
10	Ed Reed Building	5819 Main St	Local	Yes	Both	TID #4	TIF #4 Funding
11	Tollef Lewis Building	5902 Main St	Local	Yes	No	TID #4	TIF #4 Funding
12	Ole S. Olson Building	5910 Main St	Local	Yes	No	TID #4	TIF #4 Funding
13	Waubesa School	5979 Siggelkow Rd	National	Yes	Both		2023 Captial Improvement Budget
14	Johnson House	6123 Johnson St	Local	Yes	No		2023 Captial Improvement Budget
15	Olson-Evenson House	5707 Wisconsin St	Local	No	No		2023 Captial Improvement Budget
16	Anderson House	5606 Main St	Local	No	Both		2023 Captial Improvement Budget
17	Patterson House	5518 Broadhead St	Local	Yes	Both		2023 Captial Improvement Budget
18	Holscher House	5810 Broadhead St	Local	Yes	Both		2023 Captial Improvement Budget
19	Freeman Eighth House II	5416 Main St	Local	Yes	No		2023 Captial Improvement Budget

Date

John Smith

Address Line 1

Address Line 2

McFarland, WI 53558

RE: Sign Installation to Recognize Historically Designated Properties in McFarland

You are receiving this letter because your property is designated as a historic building in the Village of McFarland. As part of the Village Code of Ordinance Sec. 62-399 provided below, the Village is reaching out to all historical property owners to inform them of the following signage initiative by the Village's Landmarks Commission. The project will include our community's nationally & locally designated properties, and community sites, such as McDaniel Park..

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

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.

What does this mean for you?

The Village intends to place historical marker signs within the public right-of-way in front of your property. The signs will be approximately 12"x 18" and mounted on a metal pole. The signs will be similar in size to a typical no parking sign. The Village will be responsible for the cost of purchasing and installing the sign. Preliminary locations for the sign are shown on the enclosed map. The location for installation is based on existing features of the property and known utilities. The final location of the sign will be determined in the field. Village Public Works staff will be installing the signs and will call Diggers Hotline to mark on-site utilities prior to installation. Also included in this letter is an example of what the signs may look like including the text of the sign. The signs will be double sided. A final date for the installation of the signs has not been determined at this time but is anticipated to occur later this Summer/Fall.

Please contact Kong Thao at the Community & Economic Development Office at 608-838-3154 or via email at kong.thao@mcfarland.wi.us if you have any questions.

Sincerely,

[signature]

Enc: Aerial map proposed locations; Example plaque signs.