

Thursday, August 3, 2023

4:30 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/86454532686>

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

Webinar ID: 864 5453 2686

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 22, 2023 Landmarks Commission meeting.
4. BUSINESS.
 - a. Discussion regarding establishment of an outdoor community history sign.
 - b. Discussion regarding historical signage 2024 budget.
5. SCHEDULE NEXT MEETING DATE.
 - a. To be determined.
6. ADJOURNMENT.

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
May 22, 2023

Members Present: Luke Fessler, Gordan Kinder, Ron Larson

Members Absent: Kathy Krusiec, John Wells

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

Fessler called the meeting to order at 4:00 PM.

2. PUBLIC APPEARANCES.

None received virtually and in-person.

3. APPROVAL OF MINUTES.

- a. Fessler motioned to approve the minutes of the April 25, 2023, Landmarks Commission meeting. Seconded by Kinder. Motion carried 3-0.

4. BUSINESS.

- a. Discussion and possible action to make a recommendation to the Village Board regarding a purchase order for historical marker signs.

Staff provided the Commission with an update of their activity following the April 25, 2023 Landmarks Commission meeting. Staff's discussion included an overview of price estimates provided by Sewah Studios, a cost breakdown for sign size, font size, QR codes, pictures, and other enhancement features. Staff did not recommend QR codes or photos to be included on the signs based on the trade-off for reduced character and word limits. Staff provided further information on the proposed purchase order with the cost estimates to be financed in 2023 with the allocated budget and from TID #4.

The Commission discussed edits and updates to the sample text provided by Larson. Staff to review the text again before sending it to Sewah Studio.

Kinder motioned to make a recommendation to the Village Board regarding a purchase order from Sewah Studios for historical marker signs for an estimate amount of \$23,255. Motion seconded by Larson. Motion passed 3-0.

5. SCHEDULE NEXT MEETING DATE.

- a. To be determined.

6. ADJOURNMENT.

Kinder motioned to adjourn. Seconded by Larson. Motion carried 3-0. Meeting adjourned at 4:27 PM.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, August 3, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding establishment of an outdoor community history sign.

PREVIOUS ACTION:

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

April 25, 2023 - Staff update on the 2023 historical signage project

May 22, 2023 - Recommendation to the Village Board on purchase order for historical marker signs

June 13, 2023 - Village Board approves purchase order from Sewah Studios for historical marker signs

ISSUE SUMMARY:

Scope of the Historical Signage Project

As part of the Village's 2023 Capital Improvement Budget, the Village Board included \$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 an additional outdoor community history sign(s) within Village parks/downtown, etc. The initial project focus was 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."*

Following the May 22, 2023 Landmarks Commission meeting and June 13, 2023 Village Board meeting, Staff submitted the \$23,255 purchase order for the 13 historic property signs to Sewah Studios. With the \$10,800 in funding provided by TID #4 for six of the 13 signs, the remaining balance of the 2023 project budget is \$2,545. It is the intent of the Landmarks Commission to utilize these funds for the fabrication and installation of an outdoor community history sign.

Below are details of the staff's preliminary research regarding this project.

Community History Signage

1. Design Signs. Staff's research as primarily focused on "typical" outdoor educational signs that are 18"x24" or 24"x36" in dimensions and mounted on a post vertically or angled at 45 degrees. Refer to example images in the packet. Signs are expected to include text, maps, pictures, and a variety of colors. Staff have already considered other



elements for consistency, which include the Village badge logo, application of approved colors, and a sponsor line which reads, "McFarland Landmarks Commission" similar to the historical property signs. Additional discussion needed on this includes: body of text, photos, maps, and other important details. Staff plan to share the following information with the Communications & Technology Director for their expertise in designing a sign.

2. **Proposed Site Locations & Sign Content.** Through communications and recommendations from Commission members, staff have developed maps with preliminary proposed locations for the placement of the signs among Village property. The maps included in the packet were shared with the Village's Parks Superintendent for review and feedback. No decision has been made at this time concerning any of the proposed locations. Staff would like to obtain preliminary feedback from the Landmark Commission on any preferred locations, recognizing that the content of the preferred sign message may drive to location of the sign, and vice versa. It also is not necessary that the message of a sign directly speak to the property on which the sign is located. For example, a sign could be placed in McDaniel Park that tells the history of the McFarland area in general. Some preliminary sign content ideas include:
 - Arnold Larson Park. Former feed mill (c. 1900-1968) and Badger Petroleum (1929-1980s) site.
 - Indian Mound Conservation Park. Effigy Mound Culture of the Late Woodland stage, approximately from 650 to 1200 AD.
 - Lewis Park. Lewis family and how Lower Mud Lake, Yahara River and the marshes were formed by the last Ice Age. Information on bird migration.
 - McDaniel Park. History of McFarland for Native Americans through early European Settlement and resort history along Lake Waubesa.
3. **Sign Estimates.** The collection of estimates from vendors is different from the previous landmark signs as the signs are not markers and made of bronze or considered plaques. Staff reached out to Dane County Staff and the Village Parks Superintendent for recommendations on vendors for this project. Dane County recommended four vendors in Wisconsin and after review, Staff reached out to one of the four since the other three specialized in gateway and monument signs. The packet includes Table A, a comparative cost estimate of the researched vendors. For consistency, the estimates are for two sizes based on the previous bullet point.
4. **Project Financing.** The beginning project budget included a total of \$15,000. The purchase order for the historical markers totaled \$12,280. The remaining budget is \$2,545. The latest estimates range from \$358 to \$2,645 per sign. Staff is still awaiting two estimates. This is a significant range and staff is still vetting the pros and cons associated with each vendor in terms of the durability and quality of design materials. Final estimates will include further review and Staff recommendations.

Next Steps

The focus of the August 3rd meeting is to update the Landmarks Commission on the initial findings for the community history signs. Further discussion is needed on the Landmark Commission's desired location and sign messaging. The final content of the sign (message and photo layout) will likely require additional collaboration with the Historical Society. The



Landmarks Commission focus at this time is to provide staff with broader direction on sign location and messaging. Staff will utilize the feedback to aid in developing refined cost estimates from associated vendors, including an example rendering from a vendor if possible. Staff will continue to finalize the estimates still pending, then review the most cost-effective sign vendors.

FINANCIAL/BUDGET IMPACT:

The 2023 Capital Improvement Budget includes up to \$15,000 to fund the first part of this project. The budget went towards financing seven of the historical properties not located on Exchange Street and outside TID #4. The remaining budget comes to \$2,545 available for outdoor 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 an historic sites.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is for discussion only.

ATTACHMENTS:

1. Community Park Sign Examples_07.24.2023
2. Potential Locations for Community History Sign
3. Table A - Comparison of Estimates 07.24.2023

CLEAN WATER STARTS WITH YOU

When you look at Silver Lake, what do you see?
Is the water clear or covered with algae?
If you stood waist deep in the water, would you be able to see your toes?



Your Street Connects to Lakes and Rivers
Rain water that can't soak into the ground flows to storm sewers that connect to Silver Lake. Along the way it picks up litter, nutrients, and oil (pollutants) from sidewalks and streets. Eventually, that polluted water reaches Silver Lake.



The Journey to Silver Lake
Businesses and neighborhoods surrounding Silver Lake are part of the watershed — the area that drains into the lake. A rain gauge at Silver Lake's watershed outlet at the north end of Century College.

Next Stop, the St. Croix River
The Silver Lake watershed is part of the larger St. Croix watershed, which drains into the St. Croix River. The valley floor is a natural filter that catches the dirt and debris which are eventually carried away to the sea.

You can help keep Silver Lake and other watersheds clean.



Silver Lake Watershed



Minnesota State University and St. Paul Community College
Environmental Learning





9/11: A day of human endurance, heroism, sacrifice, courage, loss, and love.



Created by Public Insurance Agency

Example 3, Vacker Signs



Curtiss Northwest Airport - Serving the Area

Curtiss Northwest Airport – In 1919, Snelling and Larpenteur avenues were two-lane, unpaved roads in then – Rose Township. Into the 1920’s, enthusiasm for aviation grew at Curtiss Northwest Airport. The airfield served many purposes including full-service hangars, aviation-related sales, and many promotional endeavors. Curtiss Northwest Airport’s history includes many aviation firsts to Minnesota and the upper-Midwest.



Aerial photo of Curtiss Northwest Airport and the Larpenteur - Snelling intersection. Image taken from the northwest.

Aerial photo of Curtiss Northwest Airport taken from the west. Larpenteur Avenue is visible to the left of the hanger.

Aerial Photography and Mapping – In the early days of commercial aviation, people were fascinated with the perspective aerial photos provided. Relying on the skill of his ace photographer, Paul Hamilton, Kidder kept Curtiss Northwest Airport in the news by supplying local papers with aerial views of the city and countryside. He also contracted with Northern States Power Company to provide aerial mapping during the utility’s rapid expansion.



Curtiss Northwest Airport hanger

How did Curtiss Northwest Airport Serve the Area?

Crop Spraying

The state entomologist contracted with Curtiss Northwest to fight a grasshopper infestation in northern Minnesota. Kidder’s mechanics rigged two planes with hopper bottoms to drop a mixture of bran, molasses and arsenic in sloughs. The application was considered successful, whatever the environmental impact.

Transporting Patients, Political Candidates

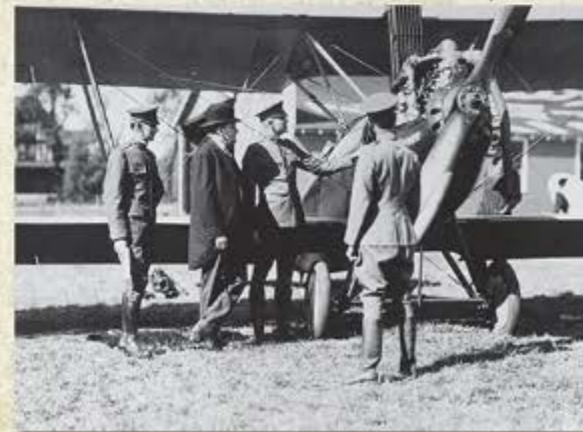
In order to transport an ailing man from an isolated Wisconsin farm to a St. Paul hospital, Kidder’s mechanics retrofitted a plane to accommodate a hospital cot. The same plane went on to ferry patients from St. Paul to the Mayo Clinic in Rochester, Minnesota. In 1922, Curtiss Northwest Airport was associated with the first extensive use of a plane in a political campaign. In an upset, Henrik Shipstead was elected over Frank B. Kellogg to the United States Senate. Kidder claimed that Shipstead made it to all of his campaign appearances, while Kellogg’s car was “often stuck in the mud.”

Freight Hauling

During a railroad strike in 1920, two Curtiss Northwest pilots flew to New York on behalf of the Dayton’s Department Store in downtown Minneapolis and returned with a load of luxury goods. It was the longest cargo flight up to that time. After unloading, the planes were placed on display outside the store.

Curtiss Northwest Airport and The Minnesota Air National Guard

Helping Establish the Minnesota Air National Guard – In 1920, a Curtiss Northwest pilot flew two state officials on a bold journey all the way to Washington D.C. There, federal authorities impressed by the Minnesotan’s initiative, authorized the formation of the nation’s first Air National Guard unit.



This interpretive signage was made possible in part by the people of Minnesota through a grant funded by an appropriation to the Minnesota Historical Society from the Minnesota Arts & Cultural Heritage Fund. Any views, findings, opinions, conclusions or recommendations expressed in this signage are those of the authors and do not necessarily represent those of the State of Minnesota, the Minnesota Historical Society, or the Minnesota Historical Resources Advisory Committee.



TOWN POOR FARM

— HOME OF HANOVER'S UNFORTUNATES —



Beyond this point once stood the Town Poor Farm. Little remains of the extensive complex beyond a large stone cellar hole, a well, and partial foundations.

By the 1830s, most New England towns had established "poor farms" to solve the problem of caring for widows, orphans, the mentally ill, and families that had fallen on hard times. Hanover purchased James Tisdale's farm for \$4,250 to give them a home.

The Town outfitted the farm with oxen, an axe, and other supplies, and hired a farm manager whose family received board, lodging, and washing for 12 months, after which he would be paid (\$187.50 in 1848). His wife was to see to "all the female labor necessary and proper to be performed in the Poor house," including nursing. The Town paid residents' expenses, from "coffe," tea, tobacco, doctoring (including opium), clothing, sewing, and boots to candles, spelling books, and firewood. The Town also paid for grave digging and, in 1843, \$1.50 for a little coffin.

The farm's residents were expected to work to help earn their keep. The Town Farm proved an economic success, at least for a time. "It appears that the income of the farm has supported the porpers [sic] the past year and leaving a balance in favor of the farm of \$61.76." (Minutes of the 1844 Town Meeting). In 1858 the farm covered 140 acres, with nine cows and oxen and 178 sheep.

When the Grafton County Farm opened in 1864, most towns closed their poor farms and transferred residents to North Haverhill, but Hanover waited until 1903, when the Hanover Water Works Company bought the land and buildings for \$4000.



The extensive Poor Farm complex is visible in the upper right of this c. 1893 photo. Stretching up the hill is its patchwork of pasture and cropland.

In the foreground is William Hall at his 100-acre farm. Camp Brook appears just over his broad-brimmed hat and beyond, the tiny No. 4 schoolhouse. Hall raised Merino sheep, kept 23 dairy cows, and tapped a sugarbush of some 500 trees. The Parker Reservoir and dam, built in 1924, now occupy the site.

The Poor Farm complex included a large ice operation. Here, ice harvested from Fletcher Reservoir is delivered to a massive ice-house for storage in sawdust until needed for refrigeration by the college and hospital.

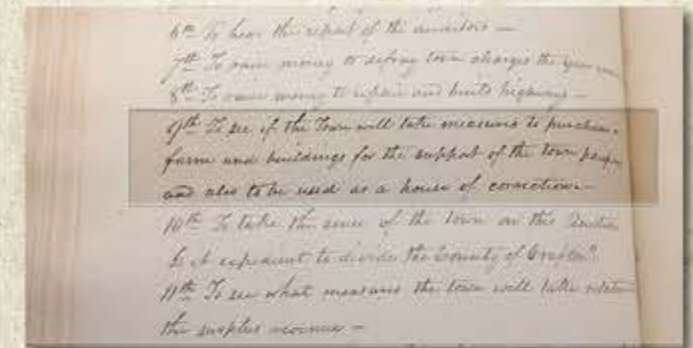


A team of horses has delivered a load of logs to the Poor Farm's steam-driven sawmill on a wintry day. Behind it is the ice-house with an unfinished barn at far left. Trees trace the path of Knopp Road beyond in this view south.

Reservoir Drainage Area Map



This 1894 watercolor map by F. R. French shows the newly built Fletcher Reservoir and its watershed, and locates the Poor Farm and others that would be dismantled in the coming years.



Voters at the 1840 Hanover Town Meeting approved Article 9, "To see if the Town will take measures to purchase a farm and buildings for the support of the town paupers and also to be used as a house of correction."




This fragment of a tea cup, found near the Poor Farm, hints at lives once lived here.

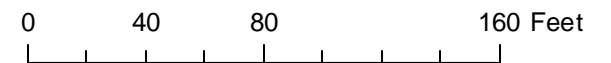
Prepared by the Hanover Conservancy
Historic photographs, map, and documents courtesy of courtesy of Rauner Special Collections Library, Dartmouth College

Arnold Larson Park



March 29, 2023

 Parcels



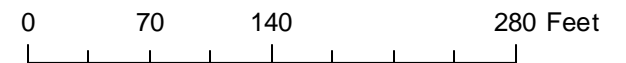
Indian Mound Conservation Park - North



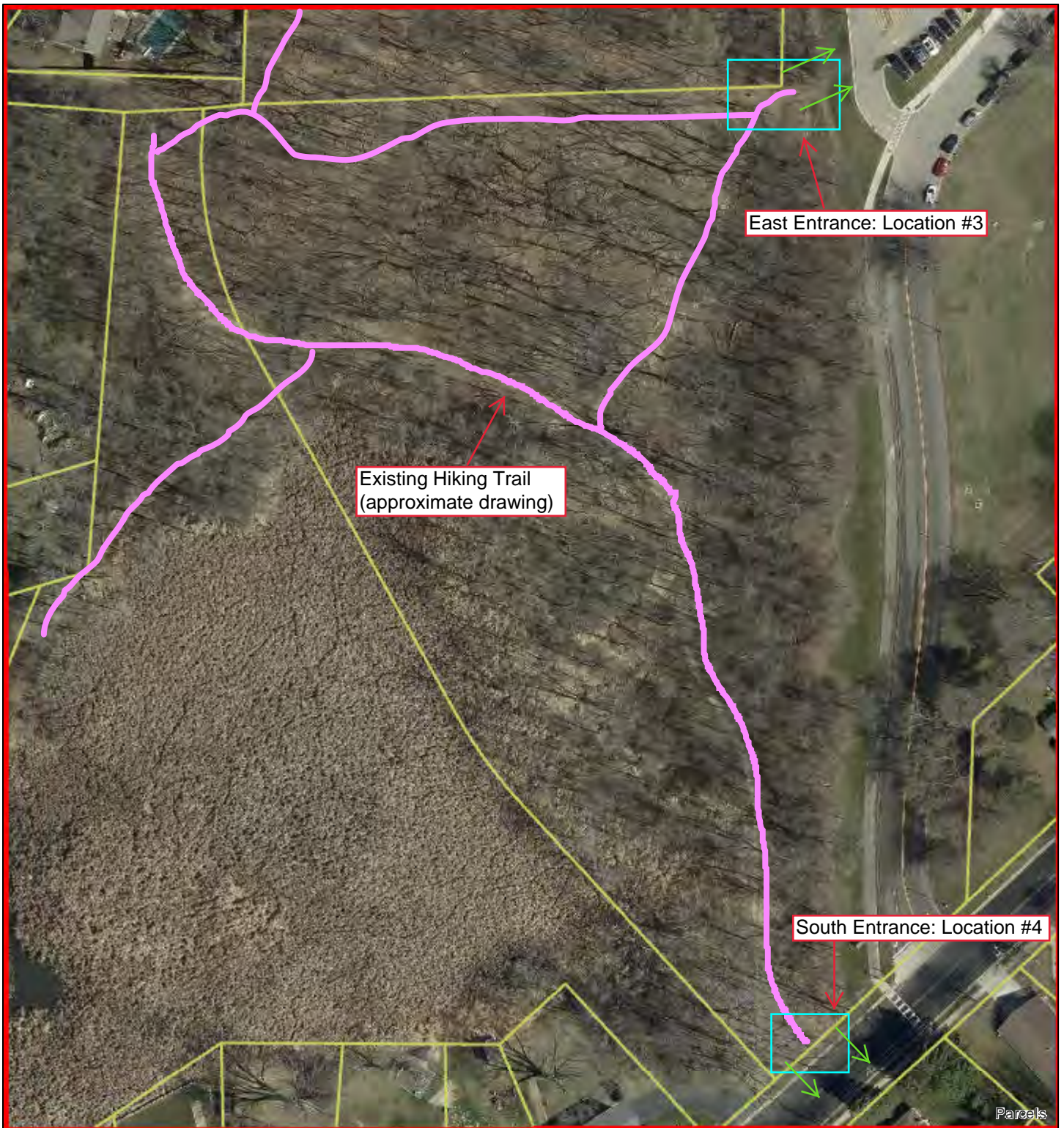
March 29, 2023

Road Names

Parcels



Indian Mound Conservation Park South



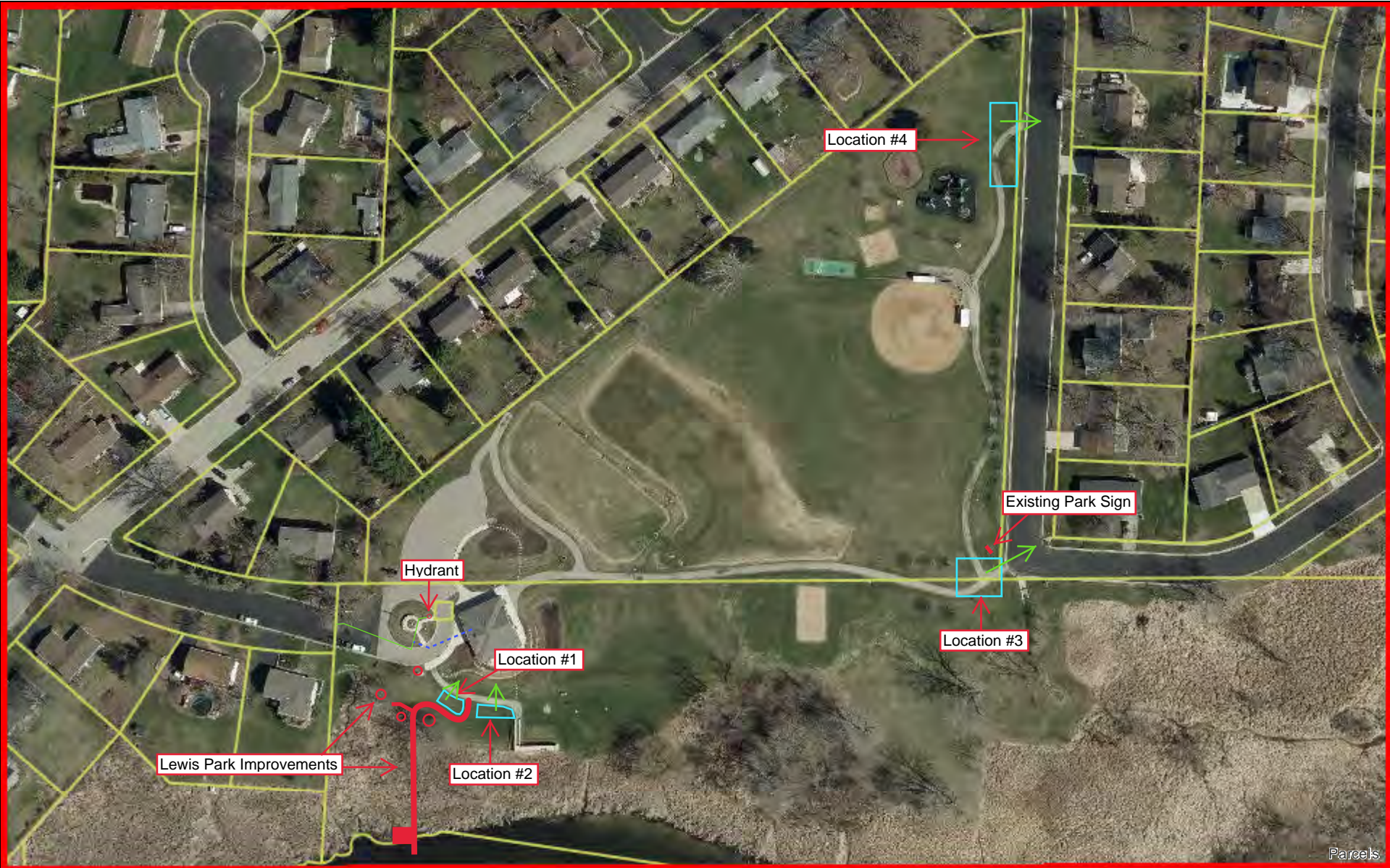
April 12, 2023

 Parcels

0 70 140 280 Feet

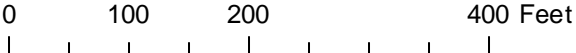


Lewis Park



March 29, 2023

- Parcels
- 6" Water Main
- Water Lateral



McDaniel Park Community Site

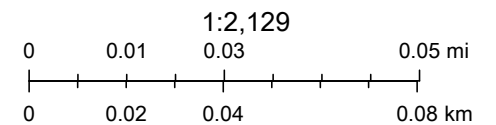


3/29/2023, 9:22:54 AM

Water Lateral ♦ Hydrants

— 6"

— 8"



Parcels

TABLE A – Comparison of Estimates (Landmarks Commission Meeting - August 3, 2023)

Vendor	Location	Size (inches)	Estimate	Comments
Fast Signs	Madison, WI	18x24, 24x36	\$1,160.00(18x24); \$1,622.00(24x36)	
La Crosse Sign Group	Madison, WI	18x24, 24x36	PENDING	Wayfinding signage, however we could request just a single sign as shown https://www.lacrossesign.com/our-work/city-of-winona
Signs by Tomorrow	Madison, WI	18x24, 24x36	\$2,095.00(18x24); \$2,645.00 (24x36)	Location in Wormleysburg, PA includes interpretive signs, but not Madison location
Westphal	Brownsville, WI	18x24, 24x36	PENDING	
Busch's Signs & Design (DC)	Verona, WI	18x24, 24x36	PENDING	Examples shown are mostly wooden gateway signs, however their locations within community parks makes it an option.
Vacker Sign*	Roseville, MN	18x24	\$358(1), \$299(2), \$281(3+)	1/2" thick High Pressure Laminate (HPL) Frameless mount; (1) = one sign, (2) = two signs, (3+) = three or more signs
Vacker Sign*	Roseville, MN	24x36	\$577(1), \$519(2), \$499(3+)	1/2" thick High Pressure Laminate (HPL) Frameless mount; (1) = one sign, (2) = two signs, (3+) = three or more signs

Note: All estimates include poles, mounts angled at 45 degrees, texts, photos, maps, and use of multiple colors.

*Vacker Signs – Recommendations based on selected sizes are provided:

- 18x24 signs may include approximately 2-4 photos/illustrations with text
- 24x36 signs may include a central image/diagram/illustration, or multiple panel sections including 5 or more photos/illustrations with supporting text.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, August 3, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding historical signage 2024 budget.

PREVIOUS ACTION:

ISSUE SUMMARY:

Due to the higher than expected costs for the historic property signage, the Village was only able to order historical property signs for 13 of the 19 locally designated historic properties. Six remaining signs for properties on Exchange Street will be budgeted for purchase in 2024. Based on 2023 pricing, these signs are estimated to cost \$11,000. The draft 2023-2024 Strategic Plan includes funding for this project at an amount of \$15,000, similar to the 2023 Village Budget. It is anticipated that the remaining estimated balance of \$4,000 can be utilized for the fabrication and installation of an additional outdoor community historic sign.

FINANCIAL/BUDGET IMPACT:

\$15,000 budget request for 2024.

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is presented for discussion only.

ATTACHMENTS:

None