VILLAGE OF THIENSVILLE
HISTORIC PRESERVATION COMMISSION
MINUTES

DATE: Wednesday, June 10, 2020

TIME: 5:00 PM

LOCATION: 250 Elm Street
Thiensville, WI
Board Room

Join Zoom Meeting
https://us02web.zoom.us/j/86248954082?pwd=dEhXTVhHV0pGZGdBTWU4dXZENEpOZz09

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I. CALL TO ORDER

Chairman Heinritz called the meeting to order at 5:00 PM.

II. ROLL CALL

Chairman:	Ron Heinritz	
Commissioners:	Jennifer Abraham	Mary Giuliani
	Robert Blazich	Joseph Miller
	Karin Flodstrom (excused)	Thomas Streifender
Director of Community Services/Public Works:	Andy LaFond	

Commissioner Streifender left at 6:00 PM.

III. DATE AND TIME OF NEXT MEETING

A. Next meeting scheduled for Wednesday, July 8, 2020 at 6:00 PM

IV. APPROVAL OF MINUTES

A. Approval of Minutes
1. May 13, 2020

MOTION by Commissioner Streifender, **SECONDED** by Commissioner Miller to Approve the May 13, 2020, Minutes. **MOTION CARRIED UNANIMOUSLY.**

V. BUSINESS

A. Review and approval of Certificate of Appropriateness for Updating Exterior Signs, Sign Lighting, Replacing Rear Windows, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street

Chairman Heinritz said Commissioners received a copy of the plan review for the signage proposal prepared by Village Planner Jon Censky for the June 10 Plan Commission meeting. Chairman Heinritz said two of the requested wall signs would not be allowed by the Village Sign Code, which only allows wall signs for the front of a building. The request also is going to the Plan Commission, which has the power to grant a variance for the signs. The Historic Preservation Commission will consider the items separately – projecting signs, two additional wall signs and the replacement windows.

Mikelle Flanner appeared in person and described her request. The proposed projecting sign provides more symmetry and is proportionate to the mounting. The proposed wall signs will cover areas where signs had been placed on the building prior to Ms. Flanner acquiring the building. It also complements the design of the building. All three signs comply with the square-footage requirements in Village Code. There is existing lighting for the projecting sign.

Chairman Heinritz said the proposed projecting sign would be 70 inches. The Sign Code says signs should not project more then 48 inches from the building façade. Ms. Flanner said the existing sign projects 62 inches from the building. The new sign would be narrower and provide better balance. Chairman Heinritz said there are no signs now in the Historic District that project 70 inches. Ms. Flanner said the proposed sign will offer better visibility to traffic on South Main Street. The sign will be smaller than the 80-inch frame that will hold it. Chairman Heinritz said he believes 70 inches is too long, but would approve a 60-inch length.

Commissioner Streifender said the Commission's job in reviewing applications for Certificates of Appropriateness is clear in the Village Historic Preservation Ordinance. The Commission should consider three things: Will the work adversely affect the historic character of the building?; Will it adversely affect the value?; and will it adversely affect neighboring improvements? The Historic Preservation Commission's responsibility is not to enforce the Sign Code. That is the responsibility of the Plan Commission. In this case, the difference between 60 inches and 70 inches will not detrimentally affect the historic value of the building or conflict with the neighboring buildings. These proposed signs are within the scope of what the Historic Preservation Commission ought to be approving. That doesn't mean that the Plan Commission can't require that the sign be cut back to 60 inches. Commissioner Strifender will vote in favor of the plan as submitted, recognizing that it next goes to the Plan Commission.

Commissioner Miller asked if the bracket extends further. Ms. Flanner clarified the bracket is 80 inches long and the sign is 70 inches long. Commissioner Abraham said she likes the way the projecting sign looks.

MOTION by Commissioner Abraham, **SECONDED** by Commissioner Streifender to approve the projecting sign, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street.

Ayes: Commissioners Streifender, Miller and Abraham
Naes: Commissioner Giuliani and Chairman Heinritz
MOTION CARRIED.

The Commission considered proposed wall signs for the north and south walls.

Chairman Heinritz said the south wall sign is extremely large at 72 inches by 48 inches. The north wall sign, which is 60 inches by 40.75 inches, is also large.

Commissioner Blazich asked if the north and south wall signs would be lit at night. Ms. Flanner said she is hoping they will not need to be lit, given the hours of the business, but she wants to wait to decide about that until it starts getting dark earlier in fall. The lighting is included in this proposal. Chairman Heinritz said the proposed light strip is a nice way to light a sign.

Commissioner Giuliani said the white appears too stark and something softer would be preferable. Ms. Flanner said the color is part of the branding. The clean lines reflect what customers see inside the store.

Director LaFond said when the planner reviews signs, there is not much the Village can regulate about branding or logos. The Village Planner has to look at it from a context of freedom of speech. Dimensions and construction are scrutinized more than what a sign says.

Commissioner Giuliani said the Historic Preservation Commission's job is appropriateness and she finds the proposed sign as not appropriate.

Commissioner Streifender asked why the proposed north wall sign is so large and takes up more than a quarter of the wall area. Ms. Flanner said the sign is covering a darkened area left by a sign from a previous business and helps gain visibility. People who are not familiar with downtown Thiensville have had difficulty finding the business.

Chairman Heinritz said he would approve two signs if they were both 60 inches by 40.75 inches. He will not approve the sign that is 72 inches wide. Big signs in the historic district are not appropriate.

Commissioner Abraham asked if the applicant considered a sign the shape of the sign on the front of the building. Ms. Flanner said the wall signs are their main logo and what is preferred.

Commissioner Streifender said he is more concerned about the north wall sign, which he said takes up a larger portion of the wall than the south wall sign, which is larger but takes up less of the wall. He likes the look of the sign.

Director LaFond explained the next steps in the appeal process. Plan Commission would consider the proposal based on their parameters. If a Certificate of Appropriateness is not granted, the applicant can appeal to the Village Board.

MOTION by Commissioner Miller, **SECONDED** by Commissioner Abraham to approve the 60-inch by 40.75-inch north wall sign, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street.

Ayes: Commissioners Miller, Blazich and Abraham
Naes: Commissioners Streifender and Giuliani
MOTION CARRIED.

MOTION by Commissioner Streifender, **SECONDED** by Commissioner Miller to approve the 72-inch by 48-inch south wall sign, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street.

Ayes: Commissioners Abraham, Blazich and Streifender
Naes: Commissioners Giuliani, Miller and Chairman Heinritz.
MOTION NOT CARRIED.

The Commission took up the lighting fixtures for the north and south side.

MOTION by Commissioner Miller, **SECONDED** by Commissioner Streifender to approve the proposed lighting plan on the north and south side, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street.

Ayes: Commissioners Abraham, Blazich, Streifender, Miller and Chairman Heinritz
Naes: Commissioner Giuliani
MOTION CARRIED.

The Commission took up proposal to replace windows. Chairman Heinritz said the windows are on the east elevation facing the Milwaukee River and cannot be seen from Main Street. A bank of windows would be replaced with a plate-glass window and aluminum frame.

Ms. Flanner said the existing windows are wood and are rotted due to damage from carpenter ants. The applicant wants to stay away from wood to avoid similar problems. The new windows will be more aesthetically pleasing and also more secure.

Chairman Heinritz agreed the existing windows are deteriorated. The proposed design and material are good for where the windows are located. Commissioner Blazich said the building was built just after World War II as Loppnow Pharmacy. The proposed windows are fine. He wants to thank the owners for taking over the building and for proposing improvements that will keep the building viable.

MOTION by Commissioner Streifender, **SECONDED** by Commissioner Abraham to approve replacement windows, Mikelle W. Flanner, Fifth-Main (Formerly E-Collectique), 174 South Main Street. **MOTION CARRIED UNANIMOUSLY.**

B. Review and approval of Certificate of Appropriateness for Exterior Lighting, Greg Devorkin, Devo Properties LLC, 138 Buntrock Avenue

Director LaFond said Mr. Devorkin was not present, but this item is a review of his prior submittal. The resubmittal is for four fixtures. Director LaFond said he believes the proposed light is more favorable than what was initially proposed. The submittal has been narrowed to two options. The options are residential fixtures. While this is a commercial building, it is appropriate because it is in a residential area.

Commissioner Giuliani said both light options look nice. Chairman Heinritz said he preferred the prairie-style light. Commissioner Blazich thanked Mr. Devorkin for following up on the discussion at the May meeting and bringing these options forward.

MOTION by Commissioner Blazich, **SECONDED** by Commissioner Miller to approve the prairie-style light option for Exterior Lighting, Greg Devorkin, Devo Properties LLC, 138 Buntrock Avenue. **MOTION CARRIED UNANIMOUSLY.**

C. Review and approval of Certificate of Appropriateness for New Windows, Van Mobley, 136 Green Bay Road

President Mobley gave a summary on the history of his building and shared a list of improvements he has made since acquiring the building. The windows proposed will match the existing paint, are good windows and the contractor, Weather-Tite, is a reputable company.

Commissioner Blazich said he looked at the building earlier in the day and has no problem with the windows being proposed if the curve at the top is retained. President Mobley said it would. The color and all details will match with as little change to the exterior look as is possible. The windows currently are difficult to open and close and leak in the winter.

MOTION by Commissioner Miller, **SECONDED** by Commissioner Giuliani to approve Certificate of Appropriateness for New Windows, Van Mobley, 136 Green Bay Road. **MOTION CARRIED UNANIMOUSLY.**

VI. OLD BUSINESS

There was no old business.

VII. ITEMS BY CHAIRMAN

A. Review of Certificate of Appropriateness for Jori Azinger, HeartSpace, 163 Green Bay Road, Restoration of Existing Windows and New Storm Windows (Upper Front Only), Dated January 9, 2020

Chairman Heinritz noted that Jori Azinger plans to go forward with her initial request to restore the existing windows and new storm windows at HeartSpace, 163 Green Bay Road. No additional action from the Commission is required.

VIII. ITEMS BY COMMISSIONERS

Commissioner Abraham shared that the Wednesday Walks will begin on July 15, 2020 with a 6:00 PM start time. This is a half-hour earlier than last year. Commissioner Abraham suggested moving up the meeting time by a half hour to accommodate the walk.

Commissioner Blazich stated that the former M&I Bank site is getting very overgrown. Director LaFond has been watching the site and plans to send a letter when the grass reaches 12 inches, which is what is required by ordinance.

IX. ADJOURNMENT

MOTION by Commissioner Miller, **SECONDED** by Commissioner Giuliani to adjourn the meeting at 6:30 PM. **MOTION CARRIED UNANIMOUSLY**.

Submitted by,

Gary Achterberg
Administrative Assistant