



CITY OF MARSHFIELD

MEETING NOTICE

HISTORIC PRESERVATION COMMITTEE

Monday, November 7, 2016

4:00 PM

Conference Room 108

First Floor, City Hall Plaza

AGENDA

- 1. Call to Order – Chairperson, Vickie Schnitzler.
2. Approval of Minutes – October 3, 2016 meeting.
3. Citizen Comments.
4. Review of 2016 Fall Conference from Attendees.
5. Discussion on Possible Plaque on Power House Building at 311 E 2nd St.
6. 2016 Historic Preservation Committee Budget Update.
7. Discussion on Upcoming Great Things Are Happening Here Event.
8. Consider Purchasing Weatherproof Labels for Yard Signs and Prizes for the Great Things are Happening Here Event for No More than \$100.
9. Review Draft of Buildings of Historical Interest Brochures.
10. Update on Hungry Hollow Historic Neighborhood.
11. Update on Opportunities to Promote Historic Tax Credits.
12. Staff Updates.
a. Comprehensive Plan Update – Review Cultural Resources Goals, Objectives, and Policies.
13. Set Meeting Date and Future Agenda Items.
14. Adjourn.

Posted this 1st Day of November, 2016 by 5 PM by Josh Miller, City Planner.

Notice

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It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.
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**HISTORIC PRESERVATION COMMITTEE MINUTES**  
**OF OCTOBER 3, 2016 MEETING**

Meeting called to order by Chairperson Schnitzler at 4:00 P.M. in Conference Room 108 of City Hall Plaza.

**PRESENT:** Ken Wood; Ken Bargender; Alderperson; Jason Zaleski; Vickie Schnitzler; Kris Keogh; and, Kris Coleman.

**ABSENT:** Bill Penker (excused).

**ALSO**

**PRESENT:** Kris Leonhardt, Hub City Times; and, Josh Miller, City Planner.

**Approval of the Minutes of September 12, 2016 Meeting.**

**HP16-28** Motion by Wood second by Keogh to approve the minutes of the September 12, 2016 meeting.

**Motion Carried.**

**Citizen Comments.**

Miller mentioned that the 2017 Budget will likely be reduced by \$1,500 for a proposed budget of \$3,500 based on comments by the City Administrator. The 2016 Budget was \$2,250 and the Committee had requested a total of \$5,000 to print additional brochures.

Miller added that Al Nystrom said the idea to have someone ring the bell at the 2442 to open the Rotary Winter Wonderland for the year wouldn't be an issue for them.

**Recap of the 2442 at Maple Fall Fest Event.**

Bargender said he was there on Sunday and was pleasantly surprised the Train Club stayed there for two days. The Train Club seemed enthused about the projects. Coleman stopped down on Saturday and it was busy when there were there. Schnitzler said that Keith Meacham estimated there to be 700 people coming through.

Coleman said the fence is important, but says it is limiting.

Schnitzler visited the train in Stevens Point's and said they have a lot of neat amenities.

**Review Draft of Buildings of Historical Interest Brochures.**

Schnitzler held up a mockup of it, but isn't finished with a draft at this time. The Committee will be bringing this back at the next meeting.

Keogh said that Adam Fischer at the Fair is interested in having a brochure for the Round Barn.

## **Discussion on Latest QR Code Analytics.**

Miller reported that so far this year, there have been a total of 35 scans of the QR Code to date. The Soo Line Steam Locomotive No. 2442 had the most hits with 15, followed by the Chestnut Avenue Center with 7. The QR Codes are not up in many locations right now, so hopefully once the stories are put up, those numbers will increase. Miller will talk to Kris Leonhardt from Hub City Times to see if there is a way to promote the use of the QR Codes.

## **Review of Hungry Hollow Historic Neighborhood Information.**

Wood passed out an article from 2010 and a map showing where Hungry Hollow is located. He found an interesting pattern in the area. It used to be the Hamilton Roddis subdivision. The area highlighted along Hinman Avenue shows houses that were built in 1922. These might not be the only houses in Hungry Hollow, but it's the area that started it. There were another group of houses that were built in the 1940's. There were four general designs to the houses. Many people have differing ideas where the Hungry Hollow Neighborhood boundary is.

Keogh thinks if a sign goes up, it should be on Peach Avenue.

Wood said the neighborhood could be expanded to the north or west a bit. It is challenging to come up with a border.

Bargender asked if it was more of the size of the homes. East of Hinman was primarily swamp so that should be a good eastern border. The south border is the railroad tracks. The furthest west would be Peach Avenue. The furthest north border would likely be Doege, but could also be Cleveland.

Schnitzler asked if Wood talked to any of the property owners about it. It was originally identified as a lower income and she is concerned that maybe not all the families there now want to be recognized as an area that was formerly known as a lower income area.

Wood thought two things were unique about this area – Roddis backed the loans and they were all basically along one street with different designs.

Bargender said if we get these boundaries figured out, we should contact the property owners to see what their take is on it.

Coleman said maybe we need to look into a similar project for other neighborhoods. Keogh is interested in the mid-century modern neighborhoods.

Miller will reach out to Joe DeRose to see what the State thinks about doing a historic neighborhood for Hungry Hollow.

## **Discussion on Upcoming Great Things Are Happening Here Event.**

The Great Things Are Happening Here event is coming up on Sunday, November 13<sup>th</sup> from 1-4 pm. We will need volunteers in preferably two shifts. Wood and Coleman have other booths to tend to, but could help out with the Historic Preservation Committee booth as needed.

## **Update on Opportunities to Promote Historic Tax Credits.**

Coleman talked to Liz about having an article in the Newspaper about the tax credits. Do we want this information to come from the Committee? The other option is that Liz would do it as a historic piece. Miller asked about doing a presentation before the Common Council meeting. Schnitzler recommended doing a presentation to the Common Council before sending out the article. The Committee suggested doing the article and presentation sometime late winter. It will be discussed at future meetings.

## **Staff Updates**

- Comprehensive Plan Update. The Mid-Term Report meeting was two weeks ago. Miller said he will bring the Goals, Objectives, and Policies of the Cultural Resources section to an upcoming meeting.

## **Set Meeting Date and Future Agenda Items.**

The next meeting will be held on Monday, November 7, 2016. The agenda of the next regularly scheduled meeting should include approval of the Monday, October 3, 2016 meeting minutes, review of Buildings of Historical Interest Brochure information, Hungry Hollow Neighborhood, update on promotion of tax credits, putting a plaque on the Power House Building at 311 West 2<sup>nd</sup> Street, and other topics that may come up.

## **Adjourn.**

Motion by Wood, second by Bargender to adjourn meeting at 4:58 P.M.

## **Motion Carried**

Respectfully submitted,

Josh Miller  
City Planner



# City of Marshfield Memorandum

TO: Historic Preservation Committee  
FROM: Josh Miller, City Planner  
DATE: November 7, 2016

RE: Historic Preservation Meeting Attachments

### **Review 2016 Fall Conference from Attendees.**

Both Ken Wood and Vickie Schnitzler attended the 2016 Fall Conference in Wisconsin Dells. Staff wanted to give them an opportunity to share their experiences and anything interesting that they learned with the Committee.

### **Discussion on Possible Plaque on Power House Building at 311 West 2nd Street.**

Ken Wood brought up the possibility of placing a plaque on the former Power House Building at 311 East 2<sup>nd</sup> Streets. Because it was not on the agenda, no direction was provided and no action was taken. Staff wanted to get the opinion of the Committee before reaching out to the property owner or pursuing the possibility of placing an historic plaque on the property.

### **2016 Historic Preservation Committee Budget Update.**

The Committee has \$533.03 remaining in the budget. This does not include an estimated \$100 for mileage reimbursement for the 2016 Fall Conference. The remaining \$433 is currently not dedicated for anything, but could be used for items such as waterproof labels for the yard signs. If the Committee does not spend the money this year, it goes back into the General Fund for the City and will not be carried forward in 2017. This does not mean it needs to be spent, but staff wanted to make sure all the Committee members was aware of the process.

Description	Approved 2016	Spent 2016	Remaining 2016
Office Supplies & Expenses	\$500.00	\$363.84	\$136.16
General Office Supplies	\$150.00	\$45.84	-
Student Art Display	\$350.00	\$318.00	-
Publications, Subscriptions, Dues	\$150.00	\$159.95	-\$9.95
Travel (Conferences/Registrations)	\$500.00	\$297.20	\$202.80
Operating Supplies	\$1,100.00	\$895.98	\$204.02
<b>Total</b>	<b>\$2,250.00</b>	<b>\$1,716.97</b>	<b>\$533.03</b>

### **Discussion on Upcoming Great Things Are Happening Here Event.**

The Great Things Are Happening Here event is coming up on Sunday, November 13<sup>th</sup> from 1-4 pm. The Committee is registered for the event. In September, the Committee asked about offering a prize to ring the bell of the 2442 at the opening of the Rotary Winter Wonderland for the year on Friday, November 25, 2016. Staff has reached out to people in Rotary and they were fine with what the Committee was proposing. The Committee should decide how to promote the prize at the Great Things event and coordinate the logistics of having someone ring the bell at the opening of the lights.

Volunteers are still needed for the Great Things event, so please check your calendars prior to the meeting so we can have enough people to cover the display. The Committee will also need volunteers for the opening of the Rotary Winter Wonderland lights on November 25, 2016 if that ends up being the prize.

### **Consider Purchasing Weatherproof Labels for Yard Signs and Prizes for the Great Things are Happening Here Event for No More than \$100.**

The Committee has approximately \$433 remaining in the 2016 Budget. One of the items that the Committee has discussed purchasing and could still acquire is weatherproof disclaimer labels for the yard signs. Most of the signs still don't have labels on them. These labels are helpful because that ask people to not throw away the sign and if they don't want it in their yard to call the City (City Planner's phone number). The cost for 500 labels is approximately \$70. This would allow some additional money to be spent on a prize for the Great Things are Happening Here event in case the opening of the Rotary Winter Wonderland lights idea was not logistically feasible.

### **Review Draft of Buildings of Historical Interest Brochures.**

At the meeting, Vickie Schnitzler will be going over the latest draft of the Buildings of Historical Interest Brochures.

### **Update on Hungry Hollow Historic Neighborhood.**

Staff did speak to Joe DeRose from the Historic Preservation Office and he said there would be nothing prohibiting the Committee from establishing an historic neighborhood district that was not on an official register. He did caution doing so in that it could have the potential to create confusion and mislead people about the possibility of receiving tax credits. If the Committee wishes to pursue establishing Hungry Hollow as an historic neighborhood, it will be important to keep that in mind.

Ken Wood will provide updates on any new developments since last month.

### **Update on Opportunities to Promote Historic Tax Credits.**

Kris Coleman has offered to help promote the available historic tax credits. Staff has not had a chance to meet with Kris but thought we could update the Committee on any progress to date.

### **Staff Updates.**

- Comprehensive Plan Update.
  - Enclosed are the draft Community Values as well as the Goals, Objectives, and Programs, Policies, and Recommendations for the Cultural Resources in the Comprehensive Plan Update. Please review so we can discuss any comments you may have at the meeting.

### **Set Meeting Date and Future Agenda Items.**

The next regularly scheduled Historic Preservation Committee meeting will be held on Monday, December 5, 2016 in Conference Room 108. The agenda of the next regularly scheduled meeting should include approval of the Monday, November 7, 2016 meeting minutes, and other items that may come up at the meeting.

# 3 Natural, Cultural, and Agricultural Resources

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## Community Values

### Quality of Life

- Being in and around the natural environment is a critical quality of life component for many. Identifying and protecting those resources are essential as the community grows.
- Having cultural activities and resources throughout the community is necessary in attracting and retaining a diverse demographic. For Marshfield to continue to grow, these resources and activities should be preserved, promoted, and expanded.

### Health and Safety

- High quality drinking water is critical to maintaining a healthy population.

### Economic and Environmental Sustainability

- Residents being able to grow their own food and know where their food comes from are increasingly popular trends right now. Not only is it a healthy option, but it typically reduces fuel consumption which also reduces carbon emissions.

### Community Design

- New and developing technologies allow buildings to be constructed with a reduced impact on the environment. Incorporating landscaping can provide shade for buildings and parking areas and can also act as a wind block reducing the need for energy in the heating and cooling process.

## Cultural Resources

### Goals

1. **Provide an appealing and diverse setting for people to want to live, work, play, and raise a family.**

### Objectives

1. Maintain and enhance all of Marshfield's quality-of-life advantages, including those in the arts, community events, education, historic and cultural heritage, social opportunities, and small-town livability.
2. Have community design that is both functional and attractive, recognizing that community character contributes to quality of life.

3. Continue to preserve, protect, and promote Marshfield’s historic resources, both those that are currently protected and those that have yet to be identified.

### **Programs, Policies, and Recommendations**

1. Provide guidelines as well as technical support to promote reinvestment in historic structures that retains the historic qualities and character.
2. Promote community design that considers the following:
  - Incorporating green space.
  - Preserving natural features such as existing trees or native landscaping.
  - Providing for other details and amenities and consider adding these provisions when amending the municipal code.
3. Update and implement the local historic preservation plan, and consider the following:
  - Focusing on bringing different historic preservation groups together.
  - Promoting awareness of local historic resources.
  - Encouraging preservation of historic structures and resources.
  - Developing a program to archive, share, store, and protect historic materials.
4. Support efforts to establish an independent Arts Committee, and consider the following:
  - Collaborating with existing arts organizations in order to develop specific strategies to help bring various art and art forms into all areas of Marshfield and to educate citizens and public about how an active arts community contributes to a higher quality of life.
5. Support efforts to make Marshfield a destination center by expanding opportunities for outdoor dining spaces, public gathering spaces, community events, night life, and ethnic food options.
6. Consider the health implications such as air quality, water quality, noise, etc., when reviewing and approving new development.
7. Consider supporting existing and new programs when there is substantial evidence that such programs foster a healthy community.
8. Ensure there are accommodations for all age groups when designing public spaces.
9. aces.