

**HISTORIC PRESERVATION WORKSHOP NOTES**  
**OF NOVEMBER 7, 2009**

Meeting called to order by Chairperson Guensburg at 9:17 AM in the General Meeting Room of the Marshfield Public Library.

**PRESENT:** Iris Guensburg, Carl Scott, Ken Wood, Scott Noble, Gary Gray

**ABSENT:** Alderman Dave LaFontaine, David Korth,

**ALSO PRESENT:** Jason Angell, Director of Planning and Economic Development, Josh Miller, Planner/Zoning Administrator

**Citizen Comments.**

None.

**2009 Preservation Plan Goals 1-3 Refresher**

Scott reviewed Goals 1-3 from the Preservation Plan. Some of the objectives previously identified were reviewed and discussed. Objectives reviewed for Goal #1: Adopt a range of preservation tools to recognize and protect a diversity of resources.

- 1.03 Proactively identify potential new resources for survey.
- 1.06 Pursue National Register listing of historically significant properties identified through surveys.
- 1.07 Align city regulations with goals and policies of this plan.
- 1.09 Refine existing design guidelines.

Objectives for Goal #2: Foster a unified city commitment to preservation

- 2.01 Work with preservation partners to gather relevant “Best Practice” highlights for maximizing the benefits of historic preservation.
- 2.03 Use Preservation Plan to guide policy.
- 2.05 Foster a shared understanding of preservation within the City (Main St., North Wood County Historical Society, Upham Historical Society, and Historic Preservation Committee).

Angell added that we need to tie in our long range plans with the goals of the Historic Preservation Committee. Policies would have to be put into place that can mirror or influence the code. In order to maintain partnerships, the Committee may want to establish an annual meeting with Main Street, Convention and Visitor Bureau, and MACCI.

Guensburg commented that it would be nice to educate front desk workers at the local hotels regarding the points of interest.

Noble mentioned the maps and kiosks in Madison and how nice those are for people to know where the points of interest are. Angell said a kiosk was proposed a few years back and was turned down. Noble thought eventually the City may be more receptive to a informational kiosk idea.

Gray added that ultimately, the Historic Preservation Committee needs to take the lead on inviting the relevant groups to cooperative meetings.

Scott said that in the spring the Historic Preservation Committee could invite an expert on historic renovation to come and speak to property owners. Beforehand, property owners should be identified and invited to attend.

Objectives for Goal #3: Administer a clear, convenient, and consistent program

- 3.01 Promote knowledgeable, consistent, and fair program administration..
- 3.02 Improve user-friendliness of the historic process.
- 3.03 Maintain program with full and knowledgeable staff.
- 3.04 Promote enforcement of preservation regulations.

Scott talked about needing and convenient program regarding the forms and making them more user-friendly. Angell added that we assist people with the forms and would eventually like to get our website set up to host the forms. Scott added that he would like to keep the Historic Preservation Committee link on the front page.

Scott commented that the Committee may want input in the selection process of the new building inspector. It would be a benefit to get the new inspector in line with the Historic Policies to consider if buildings are historic it should be noted on a building or demolition permit.

#### **Goal #4 Discussion:**

Increase Community Pride, Awareness, and Involvement in Historic Preservation

- 4.01 Improve public awareness of the historic preservation program and its benefits
  - Local newspaper articles & City Website
    - Collect resources and make them available in one place.
    - Develop a Historic Preservation Website.
  - Public displays
    - Put up displays in the Mall, City Hall, public gathering places.
    - Talk to Walmart about display.
    - Show when meetings are – use cable TV.
    - Wausau has historic district tours, consider doing something similar in Marshfield – Have a presentation in railroad costume.
  - Increase local group hours
    - Work with Upham House and Thomas House to get them to coordinate their hours.
  - Communicate with local groups
    - The Marshfield Area Genealogy Group puts out a quarterly newsletter – could put announcements in there.
    - Have a Halloween Day where people dress up as old historic figures.
- 4.02 Improve Education/Outreach
  - Outreach to schools (high schools)
    - Talk to AP English teachers to get students to write a paper related to Marshfield's history.
    - Work to get a history club going at the high school.
  - UW-Marshfield History Program

- Utilize the University and Tech – try to get curriculum about Marshfield and surrounding area’s history.
- Historic Preservation Seminars
  - Encourage preservation practices as part of the high school programs.
  - Keep in mind the programs we could be included in on so we could put up displays.
  - Look at other communities to get ideas.
  - Make the rest of the world aware of Marshfield.
- Marshfield Clinic History/Story
  - Work to improve communications with the City and Clinic.
  - Look at how Mayo has worked with Rochester.

#### 4.03 Improve Public Visibility

May want to consider putting posters in downtown businesses of what the building looked like before and after renovation projects.

- DVD Video presentation in the Marshfield Public Library
- Renovation awards
  - Have awards for projects in historic districts and beyond.
  - Look at survey to see if we need additional historic districts.
- Local Cable TV
  - Look at series during Historic Preservation Month.
- Oral History

#### 4.04 Improve Financial Incentives

- Tax incentive information
  - Inform people that they are available.
- Local commercial façade renovation
  - Façade program through the City of Marshfield.
- CDBG/Education
- Financial Incentives/Education
  - Work with property owners to explain and promote the programs.

### **Goal #5 Discussion:**

Support a sustainable historic City

#### 5.01 Increase understanding of building life cycle benefits of historic preservation

- Health/Appearance/Value
  - Metal fails sooner than masonry.
- Replacement costs vs. maintenance
- Landfill reductions = sustainability

#### 5.02 Encourage Green Building Practices in historic renovations and structures

- Reuse/Extend the life of a building
  - New buildings don’t seem to last as long.
- Use renewable materials/products
- Develop local database of Green builders

#### 5.03 Increase coordination between historic preservation, downtown revitalization and economic development efforts with Historic Preservation Committee, Main Street, Marshfield Economic

## Development

- Semi-annual meetings of all the relevant groups
- Joint seminars
- Funding sources/grants
  - o Look into private foundations.
  - o Historic Preservation Committee could disseminate grant information out to other groups.
  - o City would be willing to act as clearing house for grants as long as other groups can administer and do the leg work.
  - o Get the property on board with grant before applying. Partnerships really need to be solidified before going through the grant process.

### 5.04 Support cultural heritage tourism to Marshfield

- Identify person/events with historical nature
  - o Working sawmill
- Foster private docents/tours
- Wide spread information
  - o Coordinate with Wausau, Stevens Point, Wisconsin Rapids, Neillsville, Pittsville to get us on there brochures and them on ours.

### 5.05 Work with Parks and Recreation Department to conserve healthy green historic landscapes

- Columbia Park
- Wildwood Park/Zoo
  - o Do we look at legally designating these as landscapes?
- Edison St. retention pond
- Railroad right-of-ways and trails
- Pickle Pond
- Misc. green spaces

### 5.06 Support a range of housing options in historic areas to meet a variety of needs

- Identify multi-family/mixed use
- Identify funding sources
- Identify developers

### 5.07 Assist homeowners in overcoming problems/challenges of home maintenance requirements

- Identify funding sources
- Education seminars
- Book sources/library list
- Historic Preservation Website

Motion by Scott, second by Wood to adjourn meeting @ 12:15 PM.

All 'Ayes' Motion Carried

Respectfully submitted,  
Josh Miller  
Planner/Zoning Administrator