

LANDMARKS COMMISSION
February 13, 2020

LAN20200213-1
UNAPPROVED

A regular meeting of the Landmarks Commission, City of Cedarburg, Wisconsin, was held Thursday, February 13, 2020 at Cedarburg City Hall, W63N645 Washington Avenue, lower level, room 1.

The meeting was called to order by Commissioner James Pape at 7:00 p.m.

Roll Call: Present – Judy Jepson (7:04 p.m.), Tom Kubala, Robert Ross, Council Member Garan Chivinski, James Pape, Jeffrey Ellmaker, Doug Yip (alt.)

Excused – Tomi Fay Forbes

Also Present – City Planner Jon Censky

STATEMENT OF PUBLIC NOTICE

Commissioner Pape acknowledged that the agenda for this meeting was posted and distributed in compliance with the Wisconsin Open Meetings Law.

APPROVAL OF MINUTES

Motion made by Commissioner Ross, seconded by Chairperson Chivinski, to approve the minutes of the January 9, 2020 meeting. Motion carried without a negative vote with Chairperson Jepson and Commissioner Forbes excused.

COMMENTS AND SUGGESTIONS FROM CITIZENS – None

NEW BUSINESS – None

Consider Approval of the New Business Identification Sign for the Java House Located at W63N653 Washington Avenue; and Action Thereon.

Planner Censky stated that Building Inspector Mike Baier reviewed the sign application and noted that, although the size and placement of the proposed hanging sign is in compliance with the Code, the plan shows the sign to be free swinging. This part of the design is not in compliance with the downtown B-3 Historic Building District Code, which states that no component of a sign is allowed to swing.

Commissioner Ross questioned why the sign was being changed, and Petitioner Lisa Bostrack, current owner of the Java House, answered that she believes the business sign blends too much into the building. She pointed out that the current sign is light in color and tends to be partially blocked in the summertime by the tree in front of the building. She stated that she wants to have a design that is classic, more noticeable and is in line with the historic building. Petitioner Bostrack stated that she worked on the new design with an artist that has worked for Harley Davidson and Pixar, and the font featured on the new sign is representative of the early 1900's. The Commissioners noticed the Petitioner was wearing a t-shirt with the new design, and she

stated that they have sold several t-shirts with the new logo, and the feedback they have received has been nothing but positive.

Action:

Commissioner Ross moved to approve the sign with the modification to make sure it does not swing, and Commissioner Kubala seconded the motion. Motion carried without a negative vote with Chairperson Jepson and Commissioner Forbes excused.

Chairperson Jepson joined the meeting at this point and questioned the Petitioner if the sandwich board hanging on the wall outside of the building was permanent. Petitioner Bostrack responded that no, this sign was only placed out when the coffee shop is open to promote their drink specials for the day. They also bring it in during bad weather. Planner Censky stated that this complies with the district Code.

Consider Approval of the Cedarburg Community Message Board/Sign Located South of W62N582 Washington Avenue; and Action Thereon.

Planner Censky stated that Building Inspector Baier reviewed the sign application and noted the design submitted included internal illumination of the white lettering, which does not comply with the downtown B-3 Historic Building District Code. The Inspector also noted that the size of the proposed sign was too large; however, after discussing this issue further with Planner Censky, they found that the size was in fact in compliance of the Code and should not be an issue. Planner Censky advised that if this plan is not approved due to internal illumination, the Petitioner will need to come up with a different source of external lighting.

Petitioner Rod Caspersen from Signarama designed the proposed signage along with the property owner Brian Collins and Attorney Don Levy from the Cedarburg Chamber of Commerce. As Petitioner Caspersen previously designed the sign for the historic center, he was familiar with City sign Codes; however, the Chamber wanted him to include internal illumination in the original submission, since the current sign is internally lit. Planner Censky explained that when the original sign was put in place, the Code against internal lighting did not exist; therefore, the current sign was grandfathered in. He further explained that if the Landmarks Commission denies the sign plan due to internal lighting, the Petitioner does have the right to appeal to the Plan Commission for a variance; however, the Plan Commission usually takes the recommendation of the Landmarks Commission.

Commissioners stated that they do not wish to set a precedence and allow internal illumination for this sign.

Commissioners then questioned the “Fall in Love” lettering on the top portion of the sign and expressed a preference against this inclusion. Petitioner Caspersen stated that this lettering is a decal affixed to the metal part of the sign, so it is not intended to be internally lit. Commissioners also expressed concern with the top portion of the design, as the two posts extend out higher than the arch, giving the impression of crosses, which could send a message stronger than the graphic message. The Petitioner agreed but stated that he had to make the design strong due to the diameter of the poles. His initial design had poles that were smaller in

diameter; however, they were deemed to be too spindly. He stated that he believes this sign represents the City and feels that Commission feedback is important.

The Petitioner stated that the letters on the sign are changeable and a vandal cover can be added if this is a perceived issue. He pointed out that a white background on this type of sign tends to get dirty over time, so he believes the dark blue background will weather better and look more upscale.

Further discussion continued concerning the type of lighting that could be used for night viewing. The Petitioner stated that even though a gooseneck light could be used on the top of the sign, he does not recommend that type of lighting for a free-standing sign. He stated that a floodlight could be placed on the ground to up-light the sign; however, he is concerned that in order to light up the whole sign, the light would need to be placed too close to the sidewalk.

When Commissioners questioned why the sign did not state “Cedarburg Events” in order to identify the purpose of the sign, the Petitioner pointed out that not all events listed on the sign will take place in Cedarburg. When questioned why the arrow on the bottom was so large, the Petitioner explained that it needed to direct visitors to the three different offices listed.

The Commission recommends that Petitioner Caspersen return back to the Chamber of Commerce with their feedback and work on updating the design for resubmission.

Action:

Commissioner Kubala moved to deny the sign for the reasons stated above. The motion was seconded by Commissioner Ross and was passed by unanimous vote, with Commissioner Forbes excused.

Discuss Retirement Recognition for Joe DeRose, Wisconsin State Preservation Officer; and Action Thereon.

Chairperson Jepson explained that she was recently informed that Wisconsin State Preservation Officer Joe DeRose will be retiring later this year, and she was wondering if this Commission wanted to provide recognition for him. After a brief discussion Commissioners agreed to put together a recognition plaque in his honor. The verbiage for that plaque will be discussed at a future meeting.

ADJOURNMENT

A motion was made by Commissioner Ross, seconded by Commissioner Kubala, to adjourn the meeting at 7:30 p.m. Motion carried without a negative vote with Commissioner Forbes excused.

Jon Censky
City Planner

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