

April 13, 2023

UNAPPROVED

A regular meeting of the Landmarks Commission, City of Cedarburg, Wisconsin, was held Thursday, April 13, 2023, at Cedarburg City Hall, W63 N645 Washington Avenue, lower level, Room 1.

The meeting was called to order by Chairperson Tom Kubala at 8:30 a.m.

Roll Call: Present – James Pape, Tom Kubala, Tomi Fay Forbes, Chris Smith, Elizabeth Krimmel

Also Present – City Planner Jon Censky, Angila Allen, Don Stauss, Greg Zimmerschied, Kate Schleg

### **STATEMENT OF PUBLIC NOTICE**

Chairperson Kubala 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 Smith, seconded by Commissioner Krimmel to approve the minutes of the February 23, 2023, meeting with a correction made by Commissioner Krimmel that she proposed the wall by the dam be faced with stone or brick, not that it be painted to look like stone or brick. Motion carried without a negative vote with Commissioner Pape abstaining.

**COMMENTS AND SUGGESTIONS FROM CITIZENS** – none

### **REGULAR BUSINESS**

#### **Applicant is Requesting Approval of Their Business Identification Sign and Memo Board for Brunch Café, Located at W62 N535 Washington Avenue, and Action Thereon.**

The signboard must be reduced from the present proposal of 24” x 36” to 24” x 18” as per the City Ordinance. Commissioner Pape asked if the signboard would better if placed by the door rather than along the sidewalk. Chairperson Kubala stated that he likes the idea of looking at the menu along the sidewalk so one does not have to commit to entering the restaurant. Petitioner Greg Zimmerschied stated that the restaurant (due to open around May 15) will be open 7:00 a.m. until 3:00 p.m. The signboard along the walk will attract people who are out walking when the restaurant is closed. Commissioner Smith suggested adding a QR code to the sign.

**Action:**

Commissioner Smith made a motion to approve the business identification sign and memo board for W62N535 Washington Avenue. Commissioner Forbes seconded the motion. Motion carried without a negative vote.

**Applicant is Requesting Approval of Their Business Identification Sign and Memo Board for Coach House Homes, LLC, Property Located on W63 N671 Washington Avenue, and Action Thereon.**

Petitioner Kate Schleg represented Coach House Homes. Commissioner Smith addressed the memo board first. He read the Sign Code to the Landmarks Commission. He stated that memo boards, chalk boards, white boards, daily specials boards – of which there are over 20 downtown – are not permanent structures. This signboard is a permanent structure and lit. He is concerned that approving the sign will set precedent for other businesses to have two lit, permanent structure signs, contributing to a proliferation of signage downtown.

Greg Zimmerschied sees that permitting two fixed structure signs in front of buildings will lead to clutter over time. Buildings currently have a sign and a sandwich board, a sign and a flag, and other combinations of items to draw attention to businesses.

Commissioner Krimmel stated that the front yard of this building is a small space, and that the yard looks cluttered with two signs. Commissioner Pape stated that we may be setting a precedent if we approve the permanent signboard.

Discussion ensued regarding other possible locations for a signboard with photographs, such as in a window, on the porch, or affixing it to the building. Planner Censky directed Petitioner Schleg to consider alternatives to the signboard. Also, it appears that the present signboard is larger than 24” x 18”, so it does not meet the City Code regulations. The Commission also noted that the sign was not approved before it was placed at the business location.

Chairperson Kubala pointed out that we may be looking at signage through today’s standards, and that in the early days of Cedarburg, there was much cluttered signage. Our “uncluttered” approach may not be historically accurate. Right now, the sign ordinance allows this sign if it is within size parameters. Commissioner Smith stated that there is not enough clarity in the City Code regarding the definition of a signboard, and that is needed.

**Action:**

Commissioner Smith made a motion to table the memo board for Coach House Homes, and that the applicant reconsider alternatives to the current sign. Commissioner Krimmel seconded the motion. Motion carried without a negative vote.

Separately, the standing business identification sign naming the business was considered. Commissioner Pape made a motion to approve the business identification sign as proposed and Commissioner Smith seconded the motion. Motion carried without a negative vote.

**Applicant is Requesting Feedback Regarding his Plans to Install Appropriate “Road Art” on the Rear of the Ford Garage Building Located at W62 N590 Washington Avenue, and Action Thereon.**

Mr. Zimmerschied acquired several old neon signs and is having them refurbished. He pointed out that such signs were evident in old pictures of downtown Cedarburg, and there are some smaller examples in businesses today. He is proposing three signs be placed at the back of the garage building. They will be seen from the back of the building and from the creek walk behind the Kubala-Washatko building. Any light that would reach any local residence would be minimal. Mr. Zimmerschied would have the lights on a timer to come on in the evening, then turned off for the night. He has cleaned up the back of that building and believes this will provide some interest. The IGA sign is about 10’ tall, the building is 20’ tall. There is also a Rexall sign and a Minneapolis Moline sign. These signs were not originally in Cedarburg, though Cedarburg did have a Rexall sign at one time.

Chairperson Kubala stated that there is a long-term plan to have a creekwalk along the west side of the creek as well as the east side, where one exists now. Commissioner Smith stated that it is an eyesore behind those buildings and that this was a neat way to solve that issue.

**Recommendation:**

The applicant received positive feedback from the Commission. The proposed signage meets the present criteria for City Codes.

**Applicant is Requesting Feedback Regarding his Proposal to Install a Sign at the Corner of Washington Avenue and Western Road Welcoming Visitors to Cedarburg’s Downtown Historic District.**

Petitioner Zimmerschied showed a photo of the present corner, where a replica of the blacksmith building now stands. There are currently several bushes that need to be replaced. There is also an ornamental ironwork arch in the same area.

Architect Don Stauss took the ornamental ironwork arch as inspiration to design a unit that is similar to an ornamental gate. The present arch would remain in place. The City owns that piece of land. Mr. Zimmerschied is hoping the City will pay for the construction and maintenance, though that is yet to be determined. He does not want to clutter the downtown, instead wanting to emphasize what the City already has.

The proposed signage is lettered in gold on a dark gray background. Chairperson Kubala stated the colors are dignified. The proposed lettering reads, “Welcome Cedarburg Historic Downtown.” There was some discussion about the font, and if the wording needs to include the word “welcome.”

**Recommendation:**

The applicant received positive feedback from the Commission.

**Discussion Regarding Putting a Mural Below the Columbia Street Bridge Across from N57 W6172 Portland Road, and Action Thereon.**

At the February 23, 2023 meeting, Commissioner Smith made a motion to table this proposal until Commissioner Pape could also participate in the conversation.

Commissioner Pape stated that he found the proposed mural to be inappropriate for the downtown area. There is a natural aesthetic found in the dam and the underside of the bridge. The mural would diminish the natural beauty of the dam. He stated that approving the mural would set a precedent, and that there may also be maintenance and copyright issues if the mural was to be approved.

Commissioner Krimmel restated that if the City is interested in improving the look of the wall, a natural brick or stone façade would be more appropriate. Commissioner Pape agreed.

**Action:**

Commissioner Pape made a motion to deny the proposed mural located under the Columbia Street Bridge. Commissioner Krimmel seconded the motion. The motion was carried with one negative vote by Commissioner Smith.

**ADJOURNMENT**

A motion was made by Commissioner Smith, seconded by Commissioner Pape, to adjourn the meeting at 9:39 a.m.

Tomi Fay Forbes  
Secretary

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