

Community Development Department

222 Lewis Street
River Falls, WI 54022
715.425.0900
www.rfcity.org



AGENDA
HISTORIC PRESERVATION COMMISSION
August 14, 2019 at 6:00 pm
Foster Conference Room

Action may be taken on any of the following items.

CALL HPC MEETING TO ORDER

APPROVAL OF AGENDA/MINUTES

Minutes of the July 10, 2019 meeting

PUBLIC COMMENTS – Non-Agenda Items

DISCUSSION ITEMS

1. Historic Preservation Plan – Forward, Appendix D, and minor additions
2. Glen Park Board images
3. Plaque updates
4. Cascade Mill Plaque/Sign
5. Update on Local Landmark/National Register Outreach
6. HPC Promotions
7. Power Plant update

CALENDAR

Next Historic Preservation Commission meeting September 11, 2019

ADJOURNMENT

*Council members may be in attendance for informational purposes only.
No official Council action will be taken.*

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MINUTES
HISTORIC PRESERVATION COMMISSION
JULY 10, 2019 at 6:00 p.m.
Council Chambers

HPC Members Present: Heidi Heinze, Mark Anderson, Michael Page, Denton Anderson, Jeff Bjork, Pam Friede (arrived at 6:04)

HPC Members Absent: Jayne Hoffman

Staff Present: Brandy Howe, Sam Wessel

Others Present: None

CALL TO ORDER

Meeting convened at 6:03 p.m.

APPROVAL OF MINUTES OF JUNE 12, 2019

M/Bjork, S/Page – motion carried 5-0

PUBLIC COMMENTS

Bjork announced that River Falls Days will begin this weekend.

DISCUSSION ITEMS

1. Update on Glen Park and Substation Art

Howe checked with Reid Wronski regarding the Glen Park panels. It is staff's understanding that the HPC recommended three images that were approved by the Park Board. The HPC now needs to choose four additional images (7 total). The designers recommend that the images be converted to greyscale or sepia tone for consistency. It was also suggested that explanatory text be incorporated with the images. M. Anderson will bring 11x17 example images to the next meeting. The HPC will ask Hoffman if she would be willing to help with a short narrative for each photo. It is desired to have the image boards created and mounted to the building in advance of a building dedication. The HPC would like to dedicate the boards to the Women's League.

Howe checked with Julie Bergstrom regarding the substation art and was informed that this project will be handled by the Arts Commission and will most likely not involve a historic component. No further assistance is needed from the HPC at this time.

2. Plaque Updates

Howe placed an order for the Veterans Park plaque with Franklin Bronze on June 19, 2019 for a total of \$1,231.12. The plaque will be produced and shipped to City Hall before the August 19th dedication. Heidi will find out details on the dedication and monetary contribution for the plaque.

A revised Walker Farm plaque proof is enclosed. Heidi will forward Carol's confirmation that it is set to be ordered when she receives. At that time staff will place the order with Pella Engraving.

3. Update on Local Landmark/National Register Outreach

Howe mailed the letter to property owners on July 1, 2019. She received inquiries from three property owners expressing interest in learning more about the National Registry and one owner that is not interested (403 E. Maple). The addresses of those interested are listed as follows:

1st National Bank, 104 E. Locust Street, Jeff Johnson, President & CEO
104 S. 3rd Street, Jim Pestorious
106 N. 6th Street, Kathryn VanDusartz

The HPC will wait another month to gauge interest and then work with Joe DeRose at WHS to host an informational workshop on National Register designation. If any of the property owners would like to move forward, staff can assist in preparing a grant application to WHS for funding to prepare a nomination application to the National Park Service.

4. Preservation Plan Draft

The HPC reviewed the April draft of the Historic Preservation Plan and directed staff to make minor edits to the document. Page made a motion to approve the plan with edits as directed. Motion seconded by Friede. Motion carried 6-0.

5. HPC Promotions

A total of \$2,000 is in the HPC 2019 budget for promotions. Typically, this line item is used for postcards for the River Falls Days parade. The HPC brainstormed additional ideas on how to promote the HPC and their function. Ideas that were tossed out include an updated logo, coffee mugs, polo shirts, building mural (perhaps a 1920s advertisement), and recorded history. Howe will check with Hub70 on design fees for an updated logo.

6. Cascade Mill Plaque/Sign

The wood Cascade Mill sign in Glen Park near the swinging will be removed as part of the Glen Park renovation project. Mike Stifter is working Lyle Signs on a replacement. A proof has been provided (it appears reddish but would print as brown). The dimensions as shown are 7'x8'6" with 2" tall letters, which is consistent with the existing sign. Howe suggested this project go to the HPC for consideration before the replacement sign is reordered.

The HPC questioned why the sign was coming down. Howe will check with Mike Stifter to find out if it is deteriorated. HPC wondered if it could be refurbished by students at the technical school. If a new sign/plaque is to be made, the HPC agreed that the wording should be updated. Wessel noted that the Kinni Corridor Plan includes an overlook that would be a nice location for a new plaque. Heinze noted that this might be an opportunity to expand the current plaque program so that it is more of interpretive signage with images. It was agreed that placement of an image sign should be aligned with to match the historical perspective.

CALENDAR

Next meeting August 14, 2019.

AJOURNMENT

D. Anderson made a motion to adjourn at 6:58 p.m.

M/M. Anderson, S/Page – motion carried 6-0

Respectfully submitted,

A handwritten signature in cursive script that reads "Brandy Howe".

Brandy Howe, Senior Planner

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HISTORIC PRESERVATION COMMISSION

August 14, 2019

STAFF REPORT

AGENDA DISCUSSION ITEMS

1. Historic Preservation Plan

In putting the finishing touches on the Preservation Plan that was approved at the July meeting, staff noted that some of Chapter 5 (2003 plan) had not been included in the plan update. To address this, staff brought forward pertinent information from Chapter 5 into the updated plan (see highlights on pages 17-19 and 24). In addition, staff added a Forward, Appendix D identifying key accomplishments since the 2003 plan was approved and added the cover pages and acknowledgements page. If the Commission is comfortable with these changes, it will be added to a City Council agenda for adoption as an amendment to the 2003 plan.

2. Glen Park Board Images

The Glen Park Pavilion and park infrastructure is anticipated to be completed by September 2019. A grand opening is tentatively planned for May 19, 2020.

Regarding the board images – it is staff's understanding that the HPC has already recommended three images that were approved by the Park Board. At the August 14th meeting, M. Anderson will present additional images from which the HPC can select four additional images (7 total). As mentioned previously, the designers recommend that the images be converted to either greyscale or sepia tone for consistency. Please plan to make this decision at the August 14th meeting. It was also suggested that explanatory text be incorporated with the images. Please assign the task of drafting this text. Once the images and text have been selected, staff will work with the fabricators to obtain a quote. Note that the City Administrator will sign off on all recommended images (and budget) before they are ordered.

3. Plaque Updates

Howe placed an order for the Veterans Park plaque with Franklin Bronze on June 19, 2019 for a total of \$1,231.12. The plaque has been delivered. Public Works staff intends to paint the base of the flag pole before installing the plaque. It should be in place before the August 19th dedication.

The Walker Farm plaque was ordered and has been delivered. The final cost of the plaque is \$649.62. Staff is seeking direction on when/how/where this should be installed. Perhaps Heinze can coordinate with Carole Mottaz and Mike Stifter.

Staff seeking guidance from HPC on payment from the American Legion and Carole Mottaz for their portion of their respective plaques.

4. Cascade Mill Plaque/Sign

HPC to continue the discussion on replacement of the Cascade Mill sign.

5. Update on Local Landmark/National Register Outreach

Howe mailed the outreach letter to property owners on July 1, 2019. As of August 6, the following property owners expressed interest in learning more about National Register listing.

- 227 E. Elm Street
- 106 N. 6th Street
- 104 S. 3rd Street
- Falls Theatre
- First National Bank

HPC to discuss next steps on organizing a workshop with property owners and Joe DeRose of Wisconsin Historical Society.

6. HPC Promotions

Continued discussion on HPC promotions. Staff checked in with Hub70 on graphic design fees. They charge \$50 per hour; a full redesign is estimated to cost \$125-\$175. We can send some conceptual ideas or images to the ball rolling with design as well as colors.

7. Power Plant

Continued discussion on potential landmark designation of the power plant.