

LANDMARK COMMISSION
City of Beaver Dam, Wisconsin 53916
Meeting Minutes of March 6, 2019

The meeting, held in the Conference Room at the Beaver Dam Utilities Building, 108 Beltline Drive, was called to order at 4:30 p.m. by Vice-Chairperson Mark Murphy.

Other Commission members present: Commissioners Dean Mueller, Ruth Metz, and Jessalyn Braun.

Absent and excused: Chairperson Michael Firchow, Commissioner Kate Schneider, and Alternate Commissioner Glen Link

Also present for all or part of the meeting: Mayor Rebecca Glewen, Building and Zoning Administrator John Moosreiner, Dean Schulz of Excel Engineering, and Director of Facilities and Engineering Ritchie Piltz.

1.) Approval of the February 6, 2019 Commission Minutes:

A Motion was made by Metz and seconded by Mueller, approving the February 6, 2019 Landmark Commission minutes.

Hearing no discussion, the motion was unanimously carried.

2.) Kirsh Foundry, located at 125 Rowell Street:

Dean Schulz gave a brief overview of the project consisting of demolition of 2 buildings, remodel of the maintenance building, and construction of an employee parking lot.

A Motion was made by Mueller, and seconded by Metz, Approving the Application for Certificate of Appropriateness for Storefront Remodel, Landscape, Demolition of existing buildings, and Parking Lot construction.

At this time there are no plans for parking lot lighting. The parking lot will have a landscape buffer along the right-of-ways.

Hearing no other discussion, the Motion was unanimously carried.

3.) OOGA Brewing Company, located at 301 S. Spring Street:

Ruth Metz is seeking approval for incorporating an old truck currently located in the parking lot as part of OOGA's signage and landscaping.

A Motion was made by Braun, and seconded by Mueller, Approving the Application for Certificate of Appropriateness for Landscape and Signage.

The truck will remain in place.

Hearing no other discussion, the Motion was carried by a vote of 3 to 0 with Metz abstaining.

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4.) Review and possible recommendation of the revised Beaver Dam Design Review Guidelines:

Metz presented the revised Design Review Guidelines for review beginning with Page 3, Purpose. This page was approved as written. Page 4, Design was also approved as written. Page 6, Walls was reviewed. Under DO NOT the bullet point “Use more than 3 colors – it will make your façade seem less coherent and composed” was removed. Page 6 was approved as amended. Page 7, Doors and Windows was reviewed. Under DO the sentence “40% or more of the storefront should be transparent glass” was removed. Page 7 was approved as amended. Page 8, Canopies and Awnings was reviewed. Under DO the first bullet point was amended to read “and may be over the second story windows on the front façade.” Removed were sign heights of 7 ½’ or 8’, reference to DOT rules, and the last paragraph on the page. Page 8 was approved as amended. Page 10, B-Side/Alleys was approved as written. Page 16, Landscaping & Parking was reviewed and amended by removing “Shared driveways are encouraged”, and removing the third bullet point under NOTE... Page 16 was approved as amended.

The Downtown Grant Program Guidelines were reviewed. Items discussed included use of Grant funds for awnings and time limits for Artistic Features.

5.) Any other business for placement on future agendas.

Next meeting tentatively scheduled for April 3, 2019.

6.) Adjourn.

A Motion was made by Metz, seconded by Mueller and unanimously carried to adjourn the Landmark Commission meeting at 5:45 p.m.

Respectfully submitted,
Ritchie Piltz, Recording Secretary