

**MINUTES**  
**HISTORIC PRESERVATION COMMISSION**  
**Monday, June 8, 2015**  
**City Hall, Room 210**  
**4:00 p.m.**

**MEMBERS PRESENT:** Chairperson Ald. Mark Steuer, Vice Chairperson Jacqueline Frank, Roger Retzlaff, Dave Boyce, Susan Ley, Jeanine Mead

**MEMBERS EXCUSED:** Dennis Doucette

**ALSO PRESENT:** Jason Flatt, Ian Griffiths, Natalie Longley, others

**1. APPROVAL OF MINUTES AND AGENDA**

- a. Approve May 11, 2015 Minutes

Motion made by J. Frank to approve the May 11, 2015 Minutes, seconded by D. Boyce. Six in favor, one abstention (S. Ley). Motion carried.

- b. Modify and adopt agenda

A motion to adopt the agenda moving item 6(a) before item 3(a) was made by J. Frank seconded by R. Retzlaff. All in favor. Motion carried.

**2. DESIGN REVIEWS:**

- a. Review and discuss renovations at 1023 S. Van Buren, reroofing project

Ian Griffiths, property owner, is present at the meeting. Ian will be putting on a new roof. He plans on putting on the same style of roof as is currently on the home. He will be re-roofing the garage as well. The existing roofline will be maintained and extensions on overhang will not be covered.

Motion made by J. Mead to approve the renovations at 1023 S. Van Buren, seconded by S. Ley. All in favor. Motion carried.

- 6(a). Discussion on potential community partner relationship with the Volunteer Center of Brown County.

Natalie Longley from The Volunteer Center of Brown County spoke about the mission and function of The Volunteer Center. Their primary mission is to increase volunteerism throughout Brown County by helping community partners and non-profit organizations such as, libraries, schools, and hospitals get the volunteers they need. They do so primarily through their website which provides contact information, the benefits to

volunteering, and the various volunteer opportunities available. They also send out a weekly e-newsletter highlighting volunteer opportunities, particularly those that are in high need of volunteers.

Some current government partnerships include, Brown County Human Services, Brown County Emergency Management, and ADRC. The board members discussed how a partnership would be of benefit to the HPC, such as exploring volunteer initiatives to help with fundraisers, events, and the upcoming meet-and-greet.

Ald. Steuer will check with the legal department on the suitability of a partnership with The Volunteer Center of Brown County.

Motion made by Ald. Steuer to receive and place on file. Motion seconded by J. Mead. All in favor. Motion carried.

### 3. **REPORTS**

- a. Presentation on mandatory vs. advisory historic preservation ordinances and what changes are necessary in order to move forward with the CLG efforts.

Jason Flatt put together a PowerPoint presentation regarding the City of Green Bay becoming a Certified Local Government (CLG).

In order to satisfy the requirements of the Wisconsin CLG Program, there would need to be some revisions to the current Historic Preservation Ordinance, which would include correcting some internal inconsistencies and developing a historic preservation plan for each district within the City. A preservation plan could serve as an advertisement as to why we need a new ordinance.

When presenting the revised ordinance to City Council, they will want to see how the ordinance improves potential for economic development and stability in the community, by ensuring that the ordinance will not drive people in the community away with higher property values or property taxes.

The benefit to obtaining CLG status is it would allow the City to apply for grants up to \$25,000 to help cover the costs of updating the intensive survey (which is required by the State Historical Society to be completed every 20 years). The criteria to obtain CLG status includes-establishing an ordinance, forced designation and protection (currently, the City of Green Bay is advisory and offers voluntary compliance) and maintain a system for the survey and inventory of local resources. J. Flatt recommends that once a solid ordinance is established, the City maintain a pictured inventory of all historic properties within the City on an annual basis to help monitor compliance with historical requirements.

The State Historical Society provides a model ordinance to all communities to use as a guideline. A majority of CLG communities use this model. The current ordinance of the

City of Green Bay is similar, however it needs some revamping. If authorized the time, the City's legal department is willing to assist in re-writing the ordinance to meet CLG criteria.

The CLG compliance ordinance allows the Historic Preservation Commission to nominate districts or single structured properties as historic. If they are nominated, it goes before the City Council for the final say. J. Flatt found the ordinances of 64 out of 68 CLG communities. Thirty-six out of the 64 grant the authority to designate individual buildings or landmarks to the City Council, following nomination by the HPC. Twenty-eight of the 64 are designated by the HPC without any involvement from the City Council, which is discouraged by the State Historical Society. R. Retzlaff suggested, to take pressure off of the City Council, to give the HPC designating authority unless it is appealed by the property owner, at which point it would be addressed by the City Council. If the HPC had authority to delegate which properties to award the tax credit to it would give greater credibility to designating a property as historic. J. Flatt said this would be acceptable as long as there is no language suggesting that the City Council will take away the status based solely on owner objection.

The intent of the new ordinance would be to benefit registered districts and properties. S. Ley commented that people tend to purchase historic properties with the intent to preserve it and that by becoming a CLG community, the homeowners would benefit from the grant money available. She would want to promote the tax credits that are available as well. R. Retzlaff mentioned, however, that state budget has put a cap on how much money can be devoted to tax credits for historic renovation.

Motion made by J. Mead to receive and place Jason Flatt's report on file, seconded by R. Retzlaff. All in favor. Motion carried.

- b. Follow up discussion on GBNLC meeting of June 4, 2015.

The Green Bay Neighborhood Leadership Council meeting was attended by Ald. Steuer and J. Frank. There were 38 representatives from various neighborhood associations. Also in attendance was Kim Flom along with the Mayor of Oshkosh, the city of Oshkosh's Community Development Director, and other Oshkosh officials. They were interested in what was being done as far as community development and Ald. Steuer was able to gain information from them regarding CLG status.

Ald. Steuer spoke on the four main points of being a Certified Local Government and economic development possibilities. There was some good feedback after the meeting. An owner from Fort Howard Neighborhood wants to visit with the HPC.

Motion made by J. Mead to receive and place on file, seconded by R. Retzlaff. All in favor. Motion carried.

4. **CORRESPONDENCE:** None.

5. **CONTINUING BUSINESS**

- a. Discussion on a free program at the Neville Public Museum entitled “Architecture, Planning, and Politics”, led by Ald. Mark Steuer. Date is July 14, 2015 at 7:00 p.m., followed by a walking tour of the Broadway area.

Ald. Steuer gathered a chronological list of all of the City of Green Bay’s Mayors and their developments that changed the dynamic of Green Bay. He would like to specifically focus on historical events and their impact on the City. He will send out the draft of his presentation to committee members for any additions or input. He asked for assistance in planning the walking tour of the Broadway area.

Motion made by J. Mead to receive and place file, seconded by R. Retzlaff. All in favor.  
Motion carried.

- b. HPC strategic planning – preliminary discussions that will include plans on adding more historic districts to Green Bay, plans to add more content to the City website on its HPC page, and looking at the feasibility of getting a citizen advocacy group to add more dynamic to the HPC

J. Frank, who is currently facilitating strategic planning for several organizations, described the idea behind strategic planning. When looking at strategic planning you are examining your mission and take your objectives within that mission. You take the project you want to do that will meet those objectives and the objectives are set towards that long term vision. The HPC has a lot of ideas, but needs to establish a long term vision.

R. Retzlaff commented that the HPC mission and vision are established by ordinance and that they have to perform within the confines of the law. J. Frank stated that you can always establish a vision within the confines of the law.

Ald. Steuer would like to see the present goal of the HPC being the establishment of CLG status, but is unsure at this time what the long term goals will be. J. Frank sees that as one objective. You can have additional objectives, not all to be done at once but that can be completed over the course of three to five years. She is looking in terms of growth.

J. Mead suggested having special meetings with special hours to discuss a strategic plan in more depth.

Ald. Steuer would like to see the main focus remain on establishing CLG status for at least the remainder of the year. Then turn to strategic planning at a later date.

Motion made by D. Boyce to focus on obtaining CLG status. J. Mead seconded with the addition that the focus changes to strategic planning once CLG is obtained. All in favor.  
Motion carried.

- c. Discussion on Sky-Lit Motel (Ashwaubenon) razing and sign alterations, and if there are potential ramifications for like properties in Green Bay.

Ald. Steuer, the Brown County Trust, the Village of Ashwaubenon, and the Brown County Historical Society met on site. People from Jones Sign Company are willing to cut and store the sign for future use and display or to scrap it. Ald. Steuer believes there may be more potential use for this iconic sign somewhere.

Motion made by J. Mead to receive and place on file, seconded by S. Ley. All in favor. Motion carried.

- d. Discussion on a possible historic preservation story for Voyageur Magazine and the methodology to do it.

Ald. Steuer spoke with a representative of Voyageur Magazine about doing an article on the Hotel Northland. He would like an article from the Historical Preservation Committee's standpoint and would like it completed by August. At some point there were some pictures donated, and Ald. Steuer would like to focus on the person who donated the pictures since his grandfather or great-grandfather helped work on the original Hotel Northland project; to look at what was built and the current efforts to restore it back to its original design.

R. Retzlaff suggested also covering aspects of business development, such as, who was involved, who funded the project, and their goal for the hotel. A lot of the information may be found in written correspondence.

J. Flatt suggested looking into the National Register nomination paperwork, which is maintained by the state; it should contain information and sources that would be useful.

J. Mead has been communicating with Michael Iwinski who is doing a book on different hotels. He has a lot of information that could be valuable for this article. She will try to contact him on Facebook to see if he has enough information on the Hotel Northland to help in writing this article.

D. Boyce suggested having pictures in the article with brief descriptions in lieu of an article. Ald. Steuer commented that it could be an option; however, it being a historic magazine, an article may be more feasible.

Motion made by Ald. Steuer to receive and place on file, seconded by J. Mead. All in favor. Motion carried.

- e. Follow-up discussion regarding LeBaye.org Organization.

Ald. Steuer stands behind the decision of the Commission. There were elements at the county level where the organization was funded for a year of work. The goal for them was to do it again. The idea was that if the County would fund it again the City would match. We were directed and made an attempt by hiring Jason Flatt, who serves the Committee and the City better.

Initially, there was a motion to the Council authorizing a \$10,000 grant for the website with conditions. There was a follow-up discussion shortly after. R. Retzlaff does not recall

there being a recommendation rescinding the original motion, once decided that the money would be better spent elsewhere.

There was a discussion regarding the approval process of funding the LeBaye Organization and where it currently stands. This had been on the agenda for the Finance Committee and Ald. Zima spoke in favor of the project and then it was referred to HPC and there was no money at that point. It was then suggested, instead of it being referred to HPC, to have it go to the Mayor's Beautification Committee. It is on the upcoming agenda for the Finance Committee. It will be up to the Beautification Committee and Finance Committee whether or not they want to fund LeBaye. Ald. Steuer, once again, stands by the decision made by the HPC.

## 6. **NEW BUSINESS**

- b. Potential conference call with Joe DeRose on CLG efforts in Stoughton and how that may come to fruition in Green Bay.

J. Flatt recommended organizing a presentation by Joe DeRose with the City Council. He could discuss the benefits of becoming a CLG community. His experience would be valuable in trying to prove why CLG status is a good thing, especially as an outsider.

Motion made by Ald. Steuer to receive and place on file, seconded by J. Mead. All in favor. Motion carried. R. Retzlaff believes no action needs to be taken on this. It is a discussion item that can be brought back in the future.

- c. Discussion on the number of razed properties in Green Bay since the 1988 Green Bay Intensive Survey was published.

J. Flatt discussed that 50 buildings are gone from the Astor District, since 1980, which is around 13%. This does not take into account any buildings that have been altered to the point where they are no longer contributing; a big portion, being the hospital. Adams Street, along the river, has seen a lot of activity, such as moving buildings into that area and tearing down existing buildings. The boundaries have not been changed, but could be identified in an updated Intensive Survey. The district was not part of the original, 1988 Intensive Survey. J. Flatt recommended that once CLG status is obtained, to have an updated Intensive Survey done.

The Downtown Historic District is getting stronger as time goes by.

The Broadway District, as proposed in 1988, has lost a little over 30% of what was proposed.

There was a sidebar discussion on who will be handling questions regarding the HPC-Planning or Legal. Ald. Steuer will get in touch with Kim Flom for clarification.

- d. Discussion on recent \$1.5 Million City Council Bonding for property acquisition of blighted properties. Might we use some of these monies for

façade enhancements, restoration work, and low interest loans for rehab work for citizens in Green Bay neighborhoods.

In the past, there was \$300,000-\$400,000 in funds to acquire problem properties to be razed. Ald. Steuer spoke with Kim Flom and Cheryl Renier-Wigg to discuss using some of the funds for façade improvements or low interest loans over a period of 3-5 years to help in building rehabilitation. Ald. Steuer is working with the IT Department to establish a list of foreclosed properties or buildings with Raze Orders and other trouble spots.

- e. Review City Raze/Repair Orders and Demolitions.

There were no Raze/Repair Orders to be discussed.

The Committee wanted to ensure that Mary Sue will still be sending them the Raze/Repair Orders. Ald. Steuer will email her regarding this.

- f. Review May Building Activity Report.

Motion made by R. Retzlaff and seconded by D. Boyce to receive and place on file. All in favor. Motion carried.

## 7. **OTHER ANNOUNCEMENTS AND NEWS**

R. Retzlaff has the Wisconsin History Tour information sheet. He would like to see some editing done and uploaded onto the City Website. He also suggested seeing something similar being sent out to people in historic districts or to neighborhood associations every few years. Roger would like this to be looked over and sent to him with any corrections and for this to be added to next month's agenda for further discussion.

Also suggested for next month's meeting, is a discussion on establishing a Historic Preservation blog.

R. Retzlaff also requested streamlining the agenda. A lot of the items could be put on a discussion action list that would be attached to each agenda. There could be a standard item under continuing and new business. Anything listed under new or continuing business should require specific action.

- 8. **NEXT MEETING DATE:** July 13, 2015 at 4:00 p.m.

## 9. **ADJOURNMENT**

Motion to adjourn made by R. Retzlaff, seconded by Ald. Steuer . All in favor. Motion carried.