



## OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department  
Committee, Agency, Corporation, Quasi-Municipal  
Corporation, or Sub-unit thereof.

**Meeting:** **HISTORIC PRESERVATION COMMISSION**  
**Members:** Gary Gisselman (C), Cheryl Bahr, David Burke, Kevin Crooks, Mary  
Forer, Jean Gidlund, Patty Grimm, David Oberbeck, Linda Tryczak  
**Location:** Birch Room, 1<sup>st</sup> Floor of Wausau City Hall, 407 Grant Street  
**Date/Time:** **Wednesday, February 24, 2016 at 4:00 p.m.**

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1. Approve minutes of the August 26, 2015 and December 2, 2015 meetings.
2. 210 South 1<sup>st</sup> Avenue renovation, Commercial Rehabilitation Program.
3. Discuss update to City of Wausau Comprehensive Plan
4. Discuss Historic Logo and Signage
5. Wausau Friends of Historic Landmark
6. Discuss possible landmark status for 1203 North 3<sup>rd</sup> Street (Glass Hat).
7. Future agenda items and next meeting date(s).
8. Adjourn.

Gary Gisselman,  
Historic Preservation Commission Chair

Questions regarding this agenda may be directed to the City Planning Office @ (715) 261-6760.

This Notice was posted at City Hall and faxed to the *Wausau Daily Herald* newsroom at 10:00 a.m. on February 19, 2016.

**It is possible that members of, and possibly a quorum of members of, other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. No action will be taken by any such group(s) at the above-mentioned meeting other than the committee specifically referred to in this notice.**

Please note that upon reasonable notice efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For information or to request this service, please contact the City Clerk, 407 Grant Street, Wausau WI 54403, phone 715-261-6620.

Distribution: *Wausau Daily Herald*, *City Pages*, Other Council Members (Nagle, Wagner, Neal, Winters, Rasmussen, Kellbach, Nutting, Abitz, Mielke), Hebert, Lenz, Werth, Jacobson

## HISTORIC PRESERVATION COMMISSION

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Time and Date: Wednesday, August 26, 2015, at 4:00 p.m. in the Birch Room of Wausau City Hall  
Members Present: Gisselman (C), Grimm, Oberbeck, Gidlund, Burke  
Others Present: Lenz

In compliance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and transmitted to the *Wausau Daily Herald* in the proper manner.

Chairperson Gisselman called the meeting to order at approximately 4:00 p.m. stating that a quorum was present.

### **Approve the minutes of the April 29, 2015, May 13, 2015, June 24, 2015, July 23, 2015 and July 29, 2015 meetings.**

Grimm motioned to approve the minutes of the April 29, 2015, May 13, 2015, June 24, 2015 and July 29, 2015 meetings. Gidlund motioned to approve the minutes of the July 23, 2015 meeting. Burke seconded the motions, and the motion carried unanimously 5-0.

### **Discussion and possible action on historic byways ordinance.**

Gisselman said that Franklin Street and Gray Place were discussed last month. Gisselman said he searched for wording for byways or thoroughfares. Section 2.82.050 is the criteria in the ordinance and number three outlines the districts and types of architectural. Gisselman asked the commission if the members feel this covers it or should the commission be diligent and speak to the attorney to add language to the municipal code. It is a broad category, but may need to have something ordinance, unless it already covers it.

Oberbeck suggested broadening it to include landscape architects and distinguishing characterizes in building sites. The trees would be included in this as they are important to the neighborhood. Grimm asked if this would be open to every street project. Oberbeck said it is already being discussed. In Milwaukee, trees and street scape is important and make up the neighborhood. Taking away some trees or types of trees can take away from some of the characteristics of a neighborhood. Oberbeck said that the city is a tree city. Gisselman said that there are tree scapes and landscapes that are part of the historic culture character. Oberbeck said that when streets get widened, boulevards get smaller and neighborhoods start to lose some of the characteristics. This could protect some setbacks. Grimm said this can be seen on 3<sup>rd</sup> Street. Oberbeck said the canopy over Franklin Street would completely change the appearance and asked how this would be labeled in an ordinance. Lenz said the trees, cobble stones, and area would need to be verbalized in the ordinance. Oberbeck said that there would be a chance to review any changes.

Gisselman said that #3 does not indicate historic so it may mean neighborhood character. Oberbeck said that trees that would be taken down would be 50 years old or older and cannot be replaced. This could be used to set standards. Gisselman said neighborhoods and public spaces would have to be identified that are important to the cultural and neighborhood character. Lenz said that it could start with the historic districts. Oberbeck added that some newer areas that have substantial growth could be included. Gisselman said it is a good thing to keep an eye on. Oberbeck said it could be coordinated with the Parks & Recreation Committee. Oberbeck said that it would be good to save trees when sidewalks are put in by putting sidewalks in a foot further. Lenz said that there would more concern for the trees and not the neighborhood. Oberbeck said it should be adaptable. There is the intent of maintaining integrity of a neighborhood. Oberbeck suggested having neighborhood involvement.

Gisselman said the wording will be put together for an ordinance change and may take a while. Oberbeck

said that Milwaukee's ordinance may have something in regards to this.

**Discussion and possible action on inventory and mapping of historic barns and factories.**

Gisselman showed the commission a slideshow of historic barns and factories.

**Discussion and possible action on potential landmark designation for 204 N. 2<sup>nd</sup> Avenue.**

Gisselman said that this property is Scotties Interiors. This could be a potential district as there is enough character and structures. The owner is interested, but will be presented with the ordinance. It is an 1886 and 1910 structures with two distinctive types of architecture.

Gisselman asked the commission for initial comments. An official vote would happen after the commission agrees to follow through after the owner is given the ordinance.

Oberbeck said it is a very important structure to the neighborhood. The commission agreed to proceed with the conversations with the property owner.

Burke asked if the family is still in the area. Grimm answered yes. Gisselman said it is hard to say how the addition came to be. There is living quarters to the upstairs and there is access to that in the building of the building. There were some major brick issues on the back side. Gidlund asked about the glass windows. Gisselman said it looks to be original. Grimm said the brick is crumbling. Oberbeck said there probably wasn't any window on the back. Gisselman said it needs work and the city cannot help financially, but there are state tax credits. Oberbeck said that it is in TIF 8 and would be eligible. Lenz said a commercial rehabilitation loan may help also. Gisselman said it needs brick work.

**Discussion and possible action on letter of intent for historic survey funding.**

Lenz said that a letter of intent was drafted and is part of the application. Lenz said he has discussed this with consultants. The application would be reviewed in February and would be awarded in February.

Gisselman said he spoke to Mr. Wood and asked about the Highland Park District and said he would like to wait until the historic survey before it would be declared a historic district.

Lenz said that action does not need to be taken, as action was taken during a previous meeting.

**Discuss potential landmarks, certificate of merit, or endangered structures.**

Lenz said that Thom Field may have historical significance. Gisselman said it is over 50 years old. Oberbeck said it is worth looking into and said it may be the same age as Wausau East.

Oberbeck said the curtain wall buildings are becoming historic. The post-war is starting to become historic. Oberbeck said the Landmark Building is historic. Gisselman said it is part of the Downtown Historic District. Gisselman said he is going to try to get into the church once the city owns it.

**Future agenda items and next meeting date(s)**

The next meeting is scheduled for September 30, 2015. Oberbeck said that Wausau Insurance was built in the late 1960's, early 1970's and could be looked at during a future meeting. Gisselman added that the

courthouse and M&I Bank were built during that same time period.

**Adjournment**

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Grimm motioned to adjourn. Gidlund seconded, and the motion carried unanimously 5-0. The meeting adjourned at 4:55 p.m.

Respectfully Submitted,  
Gary Gisselman, Chair

## HISTORIC PRESERVATION COMMISSION

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Time and Date: Wednesday, December 2, 2015, at 4:00 p.m. in the Birch Room of Wausau City Hall  
Members Present: Gisselman (C), Grimm, Gidlund, Burke  
Others Present: Lenz, Field, Schock

In compliance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and transmitted to the *Wausau Daily Herald* in the proper manner.

Chairperson Gisselman called the meeting to order at approximately 4:00 p.m. stating that a quorum was not present.

### **Update on 607 North 3<sup>rd</sup> Street (Spencer Building / Downtown Grocery).**

A copy of the Wausau Municipal Code was handed out on how the fire damage at 607 North 3<sup>rd</sup> Street is being handled. A Certificate of Appropriateness would need to be given for any repairs. Lenz confirmed this. Gisselman said that is part of a historic district.

Lenz said that there is no danger of being taken down, as no requests have been made to demolish it. The damage report has been completed and is being reviewed. There is not a lot of structural damage that is beyond repair. There have been discussions of any damage over 50% would need to be razed, but this is not the case. The Inspection Department could decide to do it, but that is not the intentions. It is the owner decision to repair or raze it.

Schock said that there are some negotiations going on currently. Gisselman asked about conforming versus nonconforming uses. Lenz said that would be a separate discussion. A nonconforming use could not be rebuilt. Lenz gave the example of a factory in the middle of a residential neighborhood. It is not an issue in this instance. There aren't any setback restrictions and the building could be built the same way.

Gidlund asked if the neighboring chocolate business is owned by the same person and if it was damaged. Field said it is a different owner and it wasn't damaged in the same way. There is extensive smoke damage and are still closed. Their insurance won't let them reopen until the insurance company knows what will happen to the other building. Gidlund said there is a residence upstairs. Field confirmed this as said the building owner lived up there. Gidlund asked if grandfathering comes into any of this. Lenz said that grandfathering would be if it is nonconforming, but it doesn't apply in this instance. The historic building carries some weight and there are some different options on repairing. Field said she didn't have any other updates and there is a lot of uncertainty. Gisselman said that it is in a historic district and aware of it. There are a lot of rumors.

### **Discuss Historic Logo and Signage.**

Schock showed the commission a model sign that was made by the Department of Public Works for about \$100. A placard cards would be an additional \$40. Burke asked who would install the signs. Schock said the Department of Public Works could be installed and could be an internal cost. They could be mounted on existing poles.

Gisselman asked if it is too big. Schock said it is not too big; it might be a little small. Schock said it is about the size of a stop sign. A smaller sign would be for pedestrians. The name of the district could be listed on a placard sign and recommended limited the number of words.

Lenz said the sign shop ran with the original photo. Schock said they made the interpretation. Gisselman said it looks nice. Gidlund agreed. Schock said brown is the color of historic and culture attractions in

the signage guide. Gidlund asked if the placard would also be brown. Schock said yes. Burke said they did a good job.

Schock said the commission will need to discuss location and fundraising. The main streets are most important, like Franklin Street, 5<sup>th</sup> Street and 6<sup>th</sup> Street. Schock said that the placement can be reviewed internally.

Schock said that a map with proposed locations could be brought to the next meeting. Schock asked if there has ever been a fundraising letter sent to property owners. Gisselman said it hasn't and asked Gidlund and Burke how they would feel about it. Gidlund said she would be proud of it. Burke asked if they would be made available to the individual homeowners. Schock said it would be for the individual and said a smaller version could be hung. Schock said the next effort could be a smaller sign. Schock asked where his bronze sign came from. Gisselman said it was from the 1<sup>st</sup> wave of designations. Schock said it is hard to read and this would be colorful and easy to place. A map of proposed locations should be given with a letter. Gidlund asked who a letter would be sent to. Schock said it should be run past Mayor Tipple and Groat.

#### **Update of 309 McClellan Street (Wausau Club).**

Gisselman said the Wausau Club renovations are moving along.

Schock said that the latest proposal has cleared the Economic Development Committee and has made good progress. There will be various uses. It will be very sustainable and leases are ready. Schock said that it will be all loan, with no grant.

Gidlund asked if the whole building will be used. Schock answered yes. Lenz said the upstairs will be used as event space. Schock said it looks very positive. It is a big building, but a good plan. It is not contingent on the WEDC grant.

#### **Discussion on inventory and mapping of historic barns and factories.**

Gisselman showed a slideshow on structures and warehouses in the city.

#### **Discuss potential landmarks, certificate of merit, endangered structures, and other updates.**

There weren't any items or additions.

#### **Future agenda items and next meeting date(s)**

The next meeting is scheduled for January 27, 2016. The Comprehensive Plan will be discussed at the next meeting.

#### **Adjournment**

Grimm motioned to adjourn. Gidlund seconded, and the motion carried unanimously 5-0. The meeting adjourned at 4:40 p.m.

Respectfully Submitted,

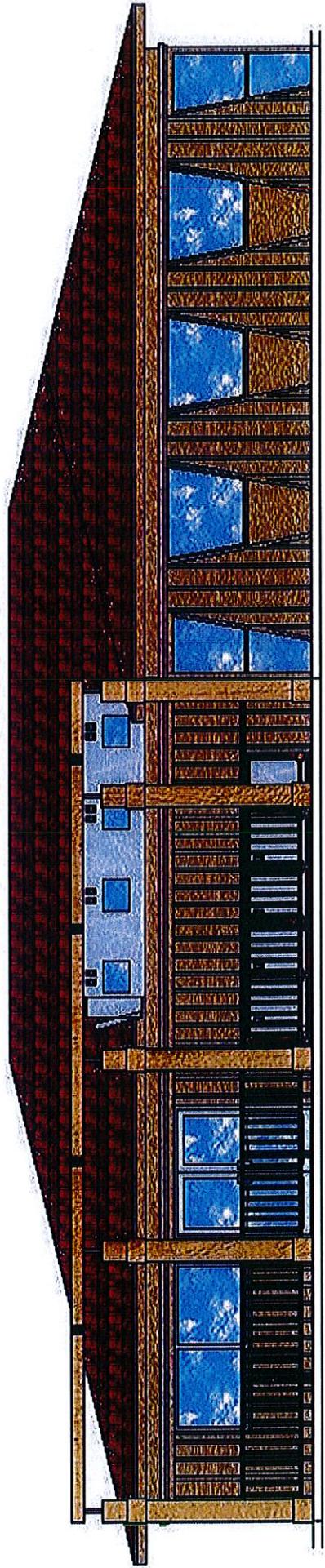
Gary Gisselman, Chair



5 1ST ST  
BENNETT

ONE WAY  
↑

RESIDENTS  
PLEASE  
CALL  
FOR  
REPAIRS



## **8. Cultural Resources**

“Cultural resources” is a broad term that can encompass many aspects of our heritage. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to Native Americans or other cultural groups. Cultural resources are those elements around us that signify our heritage and help to evoke the sense of place that makes an area distinctive. Cultural resources include buildings, sites and landscapes that help communities retain their sense of identity in an increasingly homogenized society.

### **Historic Preservation**

Historic preservation benefits are far-reaching and include economic, aesthetic, civic and cultural rewards. Well-preserved structures are a sign of economic stability and reflect a community’s long term concern for its resources. In commercial areas, the rehabilitation and maintenance of significant structures can result in busy, enticing districts that are alluring to shoppers, prospective merchants, and other businesses. A city with a well-preserved historic fabric also attracts tourists. Moreover, an active and comprehensive preservation program encourages a community to be aware of its architectural and historical legacy; this fosters civic pride, appreciation, cultural development, and environmental concern. The cultivation of respect for the built environment is a value to an entire community and reinforces the distinctiveness that has is Wausau’s heritage.

The City of Wausau is recognized by the State of Wisconsin as a Certified Local Government, a designation that carries certain responsibilities for review of historic resources within the City. Wausau has adopted a Historic Preservation Ordinance and formed a Historic Preservation Commission whose responsibility it is to protect and enhance sites of special character or special architectural, archeological, or historic interest or value. Wausau is also a Preserve America Community, as designated by the Federal Advisory Council on Historic Preservation. This designation recognizes communities that protect and celebrate their heritage, use their historic assets for economic development and community revitalization, and encourage people to experience and appreciate local historic resources through education and heritage tourism programs.

### **Local Districts**

The City of Wausau has three designated historic districts. The three districts are the Downtown Historic District, and two residential districts, the Andrew Warren Historic District and the East Hill District.

The Downtown Historic District is comprised of more than 100 properties. The properties in the Downtown Historic District are primarily commercial in nature...

The Andrew Warren Historic District is located just northeast of downtown Wausau and is named after a sawmill owner who once owned most of the land comprising the district. This 10-block district includes 59 buildings, most of which are houses. The houses were built between 1868 and 1934 and include a diverse mix of late 19<sup>th</sup> century and early 20<sup>th</sup> century homes.

The East Hill District is located to the east of the Andrew Warren Historic District and is named for the hill on which it is located. This 30-block district includes more than 160 houses, all built between 1974 and 1930. The Leigh Yawkey Woodson Art Museum is located in the East Hill District, and is the only building which is currently not residential.

### **Historic Landmarks**

The City of Wausau has recognized 24 historic landmarks. The majority of the local historic landmarks are located in and around downtown, but several are also spread across a wider area, such as a few buildings in Marathon Park and Athletic Park, see Map 8-1. The acknowledged landmarks include several churches, a few homes, several buildings in downtown Wausau, and several buildings and shelters in local parks. A few of these local historic landmarks are also on the National Register of Historic Places.

### **National Register of Historic Places**

The National Register of Historic Places (NRHP) is a list of sites, buildings, objects, districts and structures significant in American history, architecture, archaeology and culture. Significance may be determined at the local, state, or national level. Owners of an NRHP property may qualify for Federal tax credits if they renovate a property for income-producing purposes, such as an office, retail business, or bed and breakfast. Changes to NRHP properties are only reviewed when Federal funding is involved in a project; otherwise, NRHP properties can be altered or demolished without regulatory review. The NRHP process is administered through the Wisconsin State Historic Preservation Office (SHPO).

Table 8-1 shows all the properties in Wausau that are on the National Register of Historic Places.

Table 8-1: National Register of Historic Places

Resource Name	Address	Comments
Andrew Warren Historic District	Roughly bounded by Fulton, Grant, 4 <sup>th</sup> and 7 <sup>th</sup> Sts.	
Bird, C. B., House	522 McIndoe St.	ETR; WHD
Dunbar, C. F., House	929 McIndoe St.	ETR
East Hill Residential Historic District	Roughly bounded by North, 7th, Adams, 10th, Scott, and Bellis Sts.	
Everest, D. C., House	1206 Highland Park Blvd.	ETR
First Universalist Church	504 Grant St.	ETR; WHD
Jones, Granville D., House	915 Grant St.	
Marathon County Fairgrounds	Stewart Ave.	ETR
Marchetti, Louis, House	111 Grant St.	
Mathie, Karl, House	202 Water St.	ETR
Miller, Henry, House	1314 Grand Ave.	
Schuetz, E. K., House	930 Franklin St.	ETR
Stewart, Hiram C., House	521 Grant St.	WHD
Wausau Club	309 McClellan St.	
Wegner, C. H., House	906 Grant St.	ETR
Wright, Duey and Julia, House	904 Grand Ave.	
Wright, Ely, House	901 6 <sup>th</sup> St.	WHD
Yawkey, Cyrus C., House	403 McIndoe St.	WHD

Source: National Register of Historic Places.

ETR = Eschweiler Thematic Resources

WHD = Warren Historic District

## Issues

- **Need for Public Education** – City residents, the business community, and some public officials are not always informed about the value or benefits of local designation and have been suspicious of the regulatory aspects. As a result, there have been a limited number of designations in the last several years. Without support, neighborhoods and the City as a whole have not been able to fully include historic resources in planning neighborhood and downtown revitalization. In addition, Wausau's historic character could contribute to greater efforts at cultural tourism, marketing the City's historic character to visitors, with additional designation and City support.
- **Lack of Enforcement Ability/Designation** – The City's Historic Preservation Committee currently lacks the ability to enforce the preservation of historic landmarks and homes. ...
- **Public Space** – Spaces for the public to meet and hold events are important to the culture of Wausau. Current public spaces include the 400 Block downtown, local parks, and the Marathon County Public Library. There is a need for more public space for both outdoor and indoor gatherings year round.
- **Historic Preservation Tax Credit Program** – The Wisconsin State Legislature has been debating the continuation of the historic preservation tax credit program. This program is instrumental to the historic preservation work done throughout the City. The continuation of this program is important, and the City may have an advocacy role to place in seeing it continue.
- **Resource Allocation** – In older neighborhoods, the City is not putting forth a sufficient effort to improve or prevent additional deterioration. Activities that need to be enhanced for this effort are building code enforcement, public education, housing grant/loan improvement programs, upgrading public infrastructure, and other means.
- **Lack of Current Information** – Although the 1984 *Intensive Survey of Wausau* provided much information and has been the basis of most designation since that time, a new Wausau survey is needed. Many properties identified at that time may be gone, while other properties not previously surveyed should now be evaluated in a new context. It is necessary for the City to have updated information about cultural resources in order to improve its ability to plan for the preservation and protection of important cultural resources.

### **Goals/Objectives/Actions**

Cultural Resources Goal: *The City of Wausau will continue to preserve historic sites and support cultural opportunities for community residents.*

#### Objectives and Actions:

- A. Continue and expand efforts to preserve, restore, and interpret important features (including structures, landscapes, roadways, public spaces, etc.) of Wausau's rich history.
  - a. Preserve Wausau's historic resources through the City's Historic Preservation Ordinance and the actions of the Historic Preservation Commission.
  - b. Identify historic sites and utilize the local landmark designation to recognize them.
  - c. Designate as local landmarks the properties within the City that are listed on the National Register of Historic Places.
  - d. Develop a program to incentivize getting historic properties designated at the local level and on the NRHP.
  - e. Encourage context-sensitive new development and restorations within all historic districts and to recognized historic properties.
  - f. Consider preparation of a historic preservation guidebook to aid owners of historic properties.
  - g. Develop streetscape design recommendations of the local historic districts.
  - h. Work to get resources allocated to historic preservation as part of the City's budget.
  - i. Investigate the feasibility of establishing a local grant and/or loan program to assist in the rehabilitation of landmark properties.
  - j. Investigate the need for updating the 1984 *Intensive Survey of Wausau*.
  - k. Develop and maintain a photo-log of landmarks, historic sites, and historic districts that have been designated by the Common Council.
  - l. Work with owners of historic and architecturally significant properties to ensure they are informed about building preservation methods and techniques and financial incentives available at the national, state, and local levels.
  - m. Work with the Historic Preservation Society of Wausau to develop an informational program on the availability of tax credits and other financial incentives related to historic preservation.
- B. Support efforts to educate residents and visitors about Wausau's unique history and the need to preserve Wausau's historic resources, and to increase public awareness of the importance of historic preservation to Wausau's identity.
  - a. Consider utilizing the City website, the City newsletter, *Wausau Works*, and other media to highlight the City's history, opportunities to learn about and engage with that history, and the positive impact of historic preservation.
  - b. Develop and continue to enhance walking-tour brochures and websites for the City's Historic Districts.
  - c. Improve on-site markings and interpretive signage for historic landmarks and districts.
  - d. Develop a program for publically recognizing outstanding historic preservation efforts.

