

LANDMARKS COMMISSION
July 8, 2021

LAN20210708-1
UNAPPROVED

A regular meeting of the Landmarks Commission, City of Cedarburg, Wisconsin, was held Thursday, July 8, 2021 at Cedarburg City Hall, W63N645 Washington Avenue, lower level, room 1.

The meeting was called to order by Chairperson Judy Jepson at 7:00 p.m.

Roll Call: Present – Chairperson Judy Jepson, Council Member Barbara Lythjohan, Tom Kubala, Tomi Fay Forbes, Chris Smith

Excused – James Pape, Robert Ross

Also Present – City Planner Jon Censky

STATEMENT OF PUBLIC NOTICE

Chairperson Jepson 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 Council Member Lythjohan, seconded by Commissioner Forbes, to approve the minutes of the June 24, 2021 meeting. Motion carried without a negative vote with Commissioners Pape and Ross excused.

COMMENTS AND SUGGESTIONS FROM CITIZENS – None

NEW BUSINESS

Consider Replacement Siding Material for the North Elevation of Wyndrose Jewelry Located at W62N600 Washington Avenue; and Action Thereon.

Planner Censky advised Commissioners that although this building is not considered pivotal by the National Register of Historic Places, it is designated as a historically contributing building in the downtown Historic District.

Dave Moegenburg of Moegenburg Builders was in attendance to provide details of the project. Mr. Moegenburg is proposing the replacement of the exterior siding on both floors of the north wall of the building. He stated that the present material on the two other façades is smooth select cedar; however, he is proposing the north side replacement consists of 6" x 1/2" Smartside siding. Mr. Moegenburg described the siding as pressboard with a layer of material between the pressboard and paint. Mr. Moegenburg maintained that this material withstands water well, and was soaked in water for a period of time without negative effect. He advised that the cost of re-siding the north side of the building with this material is \$3,708, compared to the cost to replace the siding with finger jointed cedar, which would cost \$9,000. He added that the cost for clear cedar siding would be \$14,000.

Commissioner Kubala expressed concerns with the longevity of the material and its ability to protect the integrity of the building over many years. He explained that the Landmarks Commission standard, based on the Secretary of the Interior's guidance, is that the buildings retain their original integrity. If a building is incrementally altered over time, eventually the originality will be diminished or nonexistent. He stated that the Commission seeks to take a long-range view, and their guidance is that existing materials must be replaced with like materials.

Commissioner Kubala asked if ventilation of the siding will be applied, noting that pressboard does not do well in humid conditions. Mr. Moegenburg replied that he will not install ventilation as he plans to apply Tyvek. Commissioner Kubala explained old growth cedar was used in the past, and that because in the old days buildings “leaked like a sieve”, it allowed any moisture to dry out. Commissioner Kubala maintained that siding should be applied over a vented space. He did acknowledge that the Landmarks Commission has approved HardiPlank on non-contributing buildings; however, this is a contributing building to the District and the north side is in full public view. Mr. Moegenburg agreed to provide Planner Censky with a copy of the warranty on the Smartside material.

Commissioner Smith assured that he wants to be sensitive to the building’s owners and their costs; however, he reiterated that any new materials used need to appear aesthetically like the present material.

Action:

Commissioner Smith made a motion to table a decision pending more information on the integrity of the proposed materials. Council Member Lythjohan seconded the motion. Motion carried without a negative vote with Commissioners Pape and Ross excused.

Consider Recommendation of Approval for Proposed Mural to be Installed on the North Wall of the Fiddleheads Building Located at W62N605 Washington Avenue; and Action Thereon.

Planner Censky provided an overview on proposed murals for the downtown Historic District, reminding Commissioners of the discussion during the May 27, 2021 Landmarks Commission meeting. Greg Zimmerschied, along with his Architect Don Stauss proposed the installation of a mural on the north side of his new commercial building on the corner of Washington Avenue and Mill Street. As a result, Planner Censky researched the City Code regarding murals, and concluded that the installation portion of the proposal would come before the Landmarks Commission first, with the artistic content of the mural being presented to the Public Art Commission for review. Both Landmarks and Public Arts would submit their recommendations to the City Council for final review and approval.

Commissioner Smith observed that there is currently a gateway to Cedarburg mural on the north side of the Up the Creek building located on the corner of Washington Avenue and Bridge Road. Planner Censky confirmed this and established that the proposal from Fiddleheads would be the first major mural to be installed in the heart of downtown, making an impact on residents, business owners, and visitors alike. He surmised that this project may open the door to future mural installations in the District. Chairperson Jepson asked if there were other buildings with large empty façades downtown. Planner Censky listed them, pointing out the north side of Ashley’s Confectionery, the north side of the Rivoli theater, and the south side of the Washington House Inn. Commissioner Smith expressed his concern about the expanses of cream city brick to be covered by murals.

Petitioner and Building Owner Ray Marcy was in attendance and advised the Commission that Fiddleheads appreciates and honors historic buildings. Commissioner Kubala explained that the concerns of the Landmarks Commission is that when the mural is eventually removed, there is no permanent damage to the building as a result; therefore, the mural must be attached to the mortar, not the brick. Council Member Lythjohan cited the description of the mounting, which states that the metal layer closest to the building will be installed a few inches from the brick wall using 2” x 4” vertical supports. The second layer will be attached with a 4” separation from the first layer using aluminum channels.

Action:

Commissioner Smith made a motion to approve the structural aspect of the mural installation as proposed. Council Member Lythjohan seconded the motion. Motion carried without a negative vote with Commissioners Pape and Ross excused.

Continued Discussion:

Separately, the content of the mural was discussed. Petitioner Marcy stated that artist Emma Daisy designed the mural to convey the strength, beauty, vibrancy and growth of Cedarburg. The artist's work is based around feminism and attaching feminism to municipalities. Her overall mantra is to spread joy by expressing strength in the feminine gender and in beautiful flowers. Petitioner Marcy clarified that this art is not intended as an advertisement for Fiddleheads or for Cedarburg. Commissioner Smith added that he visited the artist's website to learn more about her work, and considered the potential of negative feedback from the community regarding the lack of diversity of the women depicted. Council Member Lythjohan agreed that the monochromatic female message may elicit strong feelings in the community. Fiddleheads Co-Owner Jovana Cubric attended the meeting and stated that although she recognized the Commissioners' concerns, the Public Art Commission will address the artwork.

Commissioner Forbes stated that she showed the mural to all of her aged 30-something children and spouses, and also questioned the depiction of the three women. One family member pointed out that much of the City's history and artwork focuses on long-ago history of the City, and suggested that it may be good at some point to highlight some of Cedarburg's more contemporary events that the younger members of the community can identify with. Several Commissioners acknowledged the growth of Cedarburg as an artist's community. Commissioner Kubala encouraged the idea that there are two ways of looking at Cedarburg: One way is by viewing the City as a museum fixed in time, where people just come to visit, and no one participates in the community. From this viewpoint, murals would replicate or honor murals that originally existed, such as those painted on buildings to advertise a product. The second viewpoint is to envision the City as a living place, where the artwork reflects its current life. He summarized that as long as whatever is done to a building allows it to eventually be returned to its original state, a mural such as this may hang for 10-15 years, without negative long-term architectural effects. He added that he personally thinks it is a great mural.

ADJOURNMENT

A motion was made by Council Member Lythjohan, seconded by Commissioner Kubala, to adjourn the meeting at 8:00 p.m. Motion carried without a negative vote with Commissioners Pape and Ross excused.

Tomi Fay Forbes
Secretary

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