

**LANDMARKS COMMISSION**  
**February 14, 2019**

**LAN20190214-1**  
**UNAPPROVED**

A regular meeting of the Landmarks Commission, City of Cedarburg, Wisconsin, was held Thursday, February 14, 2019 at Cedarburg City Hall, W63 N645 Washington Avenue, lower level, room 1.

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

Roll Call: Present - Council Member Kristin Burkart, Judy Jepson, Tom Kubala,  
Robert Ross, James Temmer

Excused - Jim Pape, Tomi Fay Forbes, Doug Yip (alt.)

Also Present - Director of Parks, Recreation and Forestry Mikko Hilvo

**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 Burkart, seconded by Commissioner Kubala, to approve the minutes of the January 24, 2019 meeting. Motion carried without a negative vote with Commissioners Pape, Forbes and Yip excused.

**COMMENTS AND SUGGESTIONS FROM CITIZENS** – None

**REGULAR BUSINESS**

**Consider Plans by Parks, Recreation and Forestry Director Mikko Hilvo to Pave with Concrete the Grass Area Directly North of Sal's Pizza at W63 N635 Washington Avenue and to Replace the City Hall Sign and Directional Sign in Front of the Community Gym; and Action Thereon**

Director Hilvo advised that the property north of Sal's Pizza is an unsightly parcel located in the downtown area that the City leases from US Bank. According to his conversations with the Bank, the City can do what it wants with this piece of property. He recently received information on the cost of paving, so instead he is suggesting the area be replanted with grass, and that 3' to 4' high planters be placed along the Washington Avenue sidewalk to prevent people from walking across the grass. He added that grass would be more attractive than concrete. There is the potential of adding a tree in that area as well. A Commissioner asked if Sal's Pizza would then use that area for seating and Director Hilvo responded that it would not. It is not appropriate that the City provide a benefit to one business, at taxpayer expense, and is not able to provide other businesses a similar benefit.

**Action:**

Commissioner Kubala moved to approve placing 3' to 4' tall green planters from the corner of Sal's Pizza to the curb at the parking lot drive approach. Commissioner Ross seconded the motion and it carried without a negative vote, with Commissioners Pape, Forbes and Yip excused.

Director Hilvo advised that the City took up a branding initiative, which resulted in the new logo and the tag line “Fall in Love” that he was presenting at this meeting. The outside agency hired to study the branding came up with this tag line after hearing how people in Cedarburg and outside of Cedarburg perceived the City. People were consistent in saying they “loved” the downtown, “loved” the City, which resulted in the tag line “Fall in Love.” Eventually the tag line will be universally used in the City and many believe it should be included on everything in the City. Development Coordinator Mary Sheffield is tasked with integrating the new branding with the Chamber of Commerce and with local businesses. He is tasked with incorporating the new story within the municipality. Director Hilvo also provided sign examples and explained that he would like to add the word “Historic” to the proposed new City signage downtown. The new signage would be phased in, but the start would be City Hall and the City directional sign at the Washington Avenue drive approach. All the replaced signage in the City would be the same size, as the same mounting hardware would be used. He is seeking direction on how to proceed and embrace the new brand. He will take Landmarks Commission comments to the team implementing the new branding.

An objection was expressed to the tag line “Fall in Love” because it is too modern, does not relate to an historic community, and is not appropriate. There was also a reluctance to approve a concept without reviewing the ultimate proposed signage. Commissioners also suggested that the blue bars distract from the graphics, but that the blue bar at the bottom was acceptable as it gives a base to the sign and is graphically pleasing. “Fall in Love” would not necessarily be needed or appropriate for a directional sign. The consensus was that the logo was attractive and that a mock-up of the two proposed City signs be presented for further consideration.

Director Hilvo advised that eventually the Common Council will be adopting the new branding as well.

#### Rebellion Brewery Sign

Commissioner Kubala advised that he had contacted Administrative Secretary Drumel and Planner Censky about the signage attached to the business on the Columbia Mill at N57 W6172 Portland Road. The sign was put up without proper approvals and permits. Also, it is bolted into the stone, not the mortar as is appropriate for a historic building, so the building is also damaged. Director Hilvo offered to pass the concern on to the appropriate staff.

#### ADJOURNMENT

A motion was made by Tom Kubala, seconded by Council Member Burkart, to adjourn the meeting at 7:26 p.m. Motion carried without a negative vote, with Commissioners Pape, Forbes and Yip excused.

Mikko Hilvo  
Director of Parks, Recreation and Forestry

MH/djd