



AGENDA OF THE LANDMARKS COMMISSION

WEDNESDAY, MAY 21, 2025, 4:30 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

- I. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/89692538356?pwd=azA0c1hWd3kxaklncGJzRXJQUW5qZz09>

Or call in by phone: +1 312 626 6799

Meeting ID: 896 9253 8356

Passcode: 973532

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

B. Roll Call.

- I. Members: Chair Ron Dehn, Ald. Jim Hutchison, Stephen Srubas, Susan Ley, David Siegel, Rebecca Derenne, and Al Gonzalez Valentine.

C. Approval of the Agenda.

- I. Approval of the agenda for the Wednesday, May 21, 2025, meeting of the Landmarks Commission.

D. Approval of Minutes.

- I. Approval of the minutes from the April 16, 2025, meeting.

E. Regular Business.

- I. (COA 25-04) Consideration with possible action on a design review for front and rear facade remodel at 133 N Broadway. Held from the February 19, 2025, meeting.

F. Informational.

1. Staff-level COA applications.
2. Staff update.
3. Date of next meeting: June 18, 2025.

G. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Landmarks Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



Report to the
Landmarks Commission
of the City of Green Bay

MEETING DATE

May 21, 2025

PREPARED BY

Jason Flatt, Staff

AGENDA ITEM # E.1

(COA 25-04) Consideration with possible action on a design review for front and rear facade remodel at 133 N Broadway. Held from the February 19, 2025, meeting.

BACKGROUND

133 N. Broadway (Beemster Electric Co. building, built 1939) is a contributing building in the Broadway-Walnut NRHP district. This COA proposes to alter the storefront with a secondary entrance for the second story.

Referring to the Secretary of the Interior's (SOI) Standards, the following stand out:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
9. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

Referring to the Department of the Interior's Preservation Brief 11, "Rehabilitating Historic Storefronts," the following must be taken into consideration:

"The storefront is the most important architectural feature of many historic commercial buildings. It also plays a crucial role in a store's advertising and merchandising strategy to draw customers and increase business. Not surprisingly, then, the storefront has become the feature most commonly altered in a historic commercial building. In the process, these alterations may have completely changed or destroyed a building's distinguishing architectural features that make up its historic character."

...and...

"Entrances: Are the entrances centered? Are they recessed? Is one entrance more prominent than the others? How is the primary retail entrance differentiated from other entrances? Is there evidence that new entrances have been added or have some been relocated? Are the doors original or are they later replacements?"

...and...

"Where an architecturally or historically significant storefront no longer exists or is too deteriorated to save, a new front should be designed which is compatible with the size, scale, color, material, and character of the building. Such a design should be undertaken based on a thorough understanding of the building's architecture and, where appropriate, the surrounding streetscape. ... The new design should "read" as a storefront; filling in the space with brick or similar solid material is inappropriate for historic buildings.

Similarly the creation of an arcade or other new design element, which alters the architectural and historic character of the building and its relationship with the street, should be avoided.”

...and..

“Entrances: Differentiate the primary retail entrance from the secondary access to upper floors. In order to meet current code requirements, out-swinging doors generally must be recessed. Entrances should be placed where there were entrances historically, especially when echoed by architectural detailing (a pediment or projecting bay) on the upper stories.”

The Wisconsin Historical Society offers the following guidance on storefront design and alterations (underlining added).

If you are unable to find any photographic evidence or illustrations of your building, you should base your design on traditional storefronts of the time period, or a new design that is compatible with your building's historical surroundings. Your new storefront design should be compatible with the size, scale, color, material and character of your building.

Use the following traditional storefront guidelines to design a new, compatible storefront:

Scale: Respect the scale and proportion of the existing building in your new storefront design. Make sure that the display windows are of the correct proportions and not over- or under-sized.

Materials: Use appropriate materials such as wood, brick and glass. Avoid materials such as vinyl, aluminum, stone and wood shingles on bulkheads.

Arrangement: Design your storefront in traditional patterns such as a central or side entrance with a recessed door. Use vertical elements such as frame piers to divide the entrance and display window bays.

Entrances: If you have a multi-story building, differentiate the primary retail entrance from the secondary access to the upper floors. Recessed doors are often needed to meet building code requirements.

Display windows: Use storefront glass that is clear and untinted. Traditional storefronts were designed to be as transparent as possible, so they often had polished, optically pure plate glass. The use of low-E (low emissivity) glass in a traditional storefront is not recommended and would not be eligible for tax credits. If you need privacy for an office area, consider installing curtains behind the display windows rather than applying a heavy tint to the glass.

Transoms: Design your transoms to be in proportion to the display windows below and install clear glass in your transoms.

Awnings: Consider installing canvas awnings on your windows. Canvas awnings are historically correct, and retractable awnings can help to heat and cool the interior of your building.

LC staff notes the following.

Storefront – The existing storefront matches that present at time of NRHP listing in 1999 and that shown in a 1986 photograph – a symmetric façade with recessed doorway at center. No historical images have been provided (ref. SOI # 6). The proposed alteration calls for a new recessed entrance to be added north of the existing doorway. This new recessed entrance, as revised and now proposed, may have a comparable precedent on this building, will not have a significant impact on the appearance of the building (ref. SOI # 2), and does mimic the design of secondary entrances elsewhere in the district (the surrounding streetscape). This alternative design minimizes the visual impact of introducing a second door on the storefront.

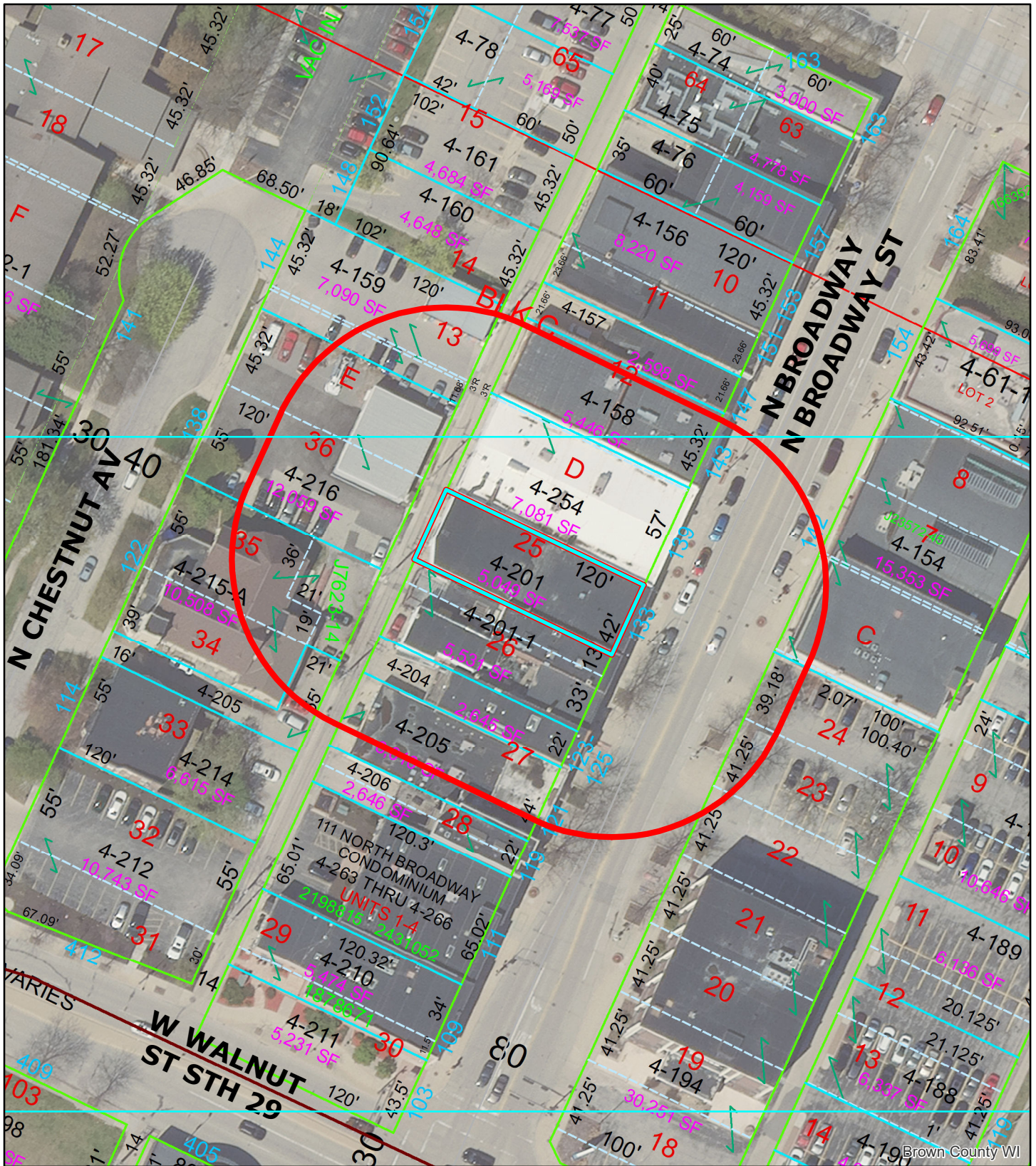
RECOMMENDATION

LC staff recommends approval of the storefront alterations as presented.

FISCAL IMPACT

ATTACHMENTS

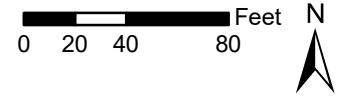
1. COA 25-04 Map
2. COA 25-04 UPDATED Plans, 5.6.25 (8.5 x 11)
3. COA 25-04 Application



Brown County WI



(COA 25-04) Front & Rear Facade Remodel at 133 N Broadway



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. ER. 11 Feb 2025 X:\Planning\Basemaps\template_8.5x11.mxd

- 133 N Broadway
- 100' Notification Area



CERTIFICATE OF APPROPRIATENESS APPLICATION

Department of Community and Economic Development
100 N. Jefferson Street, Rm 608
Green Bay, WI 54301-5026
(920) 448-3300 - phone
(920) 448-3426 - fax
www.greenbaywi.gov

All fields must be completed before application will be processed.

File Number: _____

1. Address: _____

2. Parcel #: _____

3. Owner of record: _____ Phone: _____

(Address) (City) (State) (Zip)

4. Applicant's Name: _____

(Address) (City) (State) (Zip)

(Office Phone #) (Cell Phone #) (E-mail Address)

5. Present use of Property: _____

6. Description of Project: Describe each item of the project separately. Include existing condition(s) when describing item. Also, describe the proposed work, material(s) to be used and the impact the item would have on existing historic or architectural features of the property. (Attach additional sheets if necessary.)

7. Attachments:

- Site Plan of the lot (Please indicate direction of north, dimensions, structures, etc.)
- Sketches, drawings, building and streetscape elevations, and/or annotated photos
- Exterior photos
- Specifications (materials) for the project
- Phased development plan for the project (if proposed in phases)
- Inspection report (required for demolition requests only)
- Cost estimates for all the proposed work
- Other (please explain): _____

CERTIFICATE OF APPROPRIATENESS APPLICATION (Continued)

8. The following action is requested:

Approval of COA by Landmarks Commission (projects not listed below)

Approval of COA by staff: (Check all that apply)

Roof repair/replacement

Gutter repair/replacement

Private sidewalk and driveway repair/replacement of the same dimensions and orientation

Chimney repair and tuckpointing according to the Secretary of the interior standards and in appropriate color and design

Installation of fences

Storm window or storm door installation, repair, or replacement

Installation of glass blocks in basement window openings

Painting of existing unpainted brick

Unattached nonvisible accessory structures

Replacement of identical siding

Replacement or repair to porches identical to existing style and materials

Commercial sign replacement of identical dimensions

Petitioner Signature: _____

Owner Signature: _____

Date Received: _____ Staff: _____



Report to the
Landmarks Commission
of the City of Green Bay

MEETING DATE

May 21, 2025

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # F.1

Staff-level COA applications.

BACKGROUND

- COA 25-12, 1015 S Monroe, Parking Lot
- COA 25-13, 914 S Quincy, Driveway

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None