

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Historical Preservation Commission
DATE OF MEETING: June 18, 2015 (Thursday)
PLACE OF MEETING: City Hall – 415 Main Street (Room 112)
TIME OF MEETING: 7:00 P.M.

PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input: (limited to 3 minutes/individual)

Consideration and possible action on the following items:

4. Election of:
 - a. Vice-Chair
5. Update and Discussion on Wisconsin Certified Local Government 2014 Historic Preservation Subgrant Application.
6. Consideration of a contract for professional consultant services with Heritage Research, Ltd. in an amount not to exceed \$5,802.84 to complete a reconnaissance survey of historic properties within the City of Onalaska.
7. Discussion regarding Historic Preservation outreach efforts.
8. Reminder of Next Meeting Scheduled for August 20, 2015.
9. Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Board may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

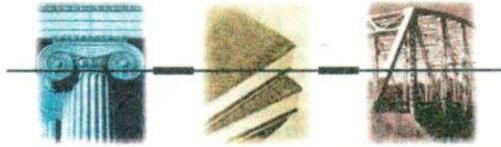
NOTICES MAILED TO:

Mayor Joe Chilsen
Ald. Jim Binash
Ald. Jim Olson
Ald. Bob Muth.
Ald. Jim Bialecki
*Ald. Harvey Bertrand - Chair
Ald. Barry Blomquist
City Attorney Dept Heads Charter Com. WXOW
La Crosse Tribune Onalaska Holmen Courier Life
WIZM WKTY WLXR WKBH WKBT WLSU
*Committee Members

*Sandy Whiteman
*Gary Lass
*Jim Nelson
*Nancy Tolvstad
*Jon Grider
*Brent Larson

Date Notices Mailed and Posted 6-11-15

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.



HERITAGE RESEARCH, LTD.

15 May 2015

Ms. Katie Meyer, AICP
Planner-Zoning Inspector
City of Onalaska
415 Main Street
Onalaska, WI 54650

RE: PROPOSAL FOR THE COMPLETION OF A RECONNAISSANCE SURVEY FOR
THE CITY OF ONALASKA

Dear Ms. Meyer,

Attached herewith is our proposal. It is a pleasure submitting this proposal to you. If you have any specific questions regarding the proposal, please do not hesitate to call or email (tschnell@hrltd.org).

Yours truly,

Traci E. Schnell, M.A.
Senior Architectural Historian

CITY OF ONALASKA RECONNAISSANCE SURVEY

A PROPOSAL PREPARED FOR THE ONALASKA HISTORICAL PRESERVATION
COMMISSION BY:

HERITAGE RESEARCH, LTD.

Primary Project Contact: Ms. Traci E. Schnell, Senior Architectural Historian
N89 W16785 Appleton Avenue
Menomonee Falls, WI 53051
Phone: 262.251.7792
Fax: 262.251.3776
e-mail: tschnell@hrltd.org

Heritage Research, Ltd., traces its history to 1980. The firm specializes in all aspects of Section 106 Compliance, as well as environmental history, National Register nominations, community planning services, general historical research and HABS/HAER documentation. HRL has numerous satisfied clients in the Upper Midwest who rely upon HRL's quality historical and environmental consulting services. The firm currently employs four full-time professionals. HRL is proud of the educational qualifications of its staff, which presently includes one Ph.D., two M.A.s and one M.S. The firm is fully insured. It carries professional and general liability, automobile and workers' compensation insurance coverage.

PROJECT OBJECTIVE:

To prepare an Architectural/Historical Resource Survey for the City of Onalaska.

PROJECT UNDERSTANDING/METHODOLOGY:

Onalaska was formally platted by New Yorker Thomas G. Rowe in 1851 and, six years later, a post office was established. The community's settlement was propagated by its location along the Black River and the creation of the lumber industry. Indeed, the first sawmill in Onalaska was built between 1852 and 1853. As of 1860, the population of Onalaska Township numbered 680. By 1887, the community incorporated as a city and, in 1890, the population was recorded at 1,587. Despite the prosperous lumber business, the once extensive timber stands were rapidly depleted and the last sawmill in the community closed in 1902. With the close of the boom lumber business came an increase in other industries--the establishment of the Gedney Pickle Factory, as well as the expansion of the Onalaska Woolen Mill. Following a dip in population, growth began once again and, by circa 1940, residents numbered 1,800. By the 1960s, its population had grown to over 3,000 persons and, as of 1985, numbers had nearly tripled to 10,800.

The previous paragraph (gathered from three different publications/papers) and with significantly more material, is an example of what constitutes the Historical Overview chapter of a standard Architectural & Historical Resource Survey for the State of Wisconsin. The Onalaska survey, which will include a brief historical overview, will result in an inventory of all structures in the City of Onalaska that are at least 40 years of age, which retain a required degree of integrity and that present some degree of architectural or historical significance in the community.

Previous survey work in Onalaska consists of a total of 30 surveyed properties recorded in the Wisconsin Historic Preservation Database (WHPD). Following a cursory review of those 30 properties, it is apparent that--as can be expected--some of them are no longer extant. As well, some have changed in outward appearance--either positively or negatively.

In September 2014, Heritage Research, Ltd., with mapping and other information provided by Onalaska city staff, performed a brief windshield survey of the City of Onalaska. This was done in order to determine the approximate number of surveyable resources in the community, so that the City could appropriately apply for a survey grant from the National Park Service, which is administered by the Wisconsin Historical Society. Following the review, it was readily observed that the majority of the community's built resources are from the recent past, i.e., the 1950s-1960s and forward.



The home (above left) at 222 4th Avenue North, dates to 1952 and appears to retain a good degree of integrity. Built in 1974, the Dickinson Funeral Home (above right) at 401 Main Street is among the later-period structures that would be surveyed for this effort.

Based on that September 2014 field review, we believe that despite the somewhat significant number of commercial and residential structures with a construction date prior to 1964—a total of 943 buildings—the number of those that retain enough integrity for survey and inclusion in the Wisconsin Historic Preservation Database (WHPD) is significantly smaller. As a result, we discussed the situation with Joe DeRose, WHS Survey and Registration Historian, who oversees the grant survey projects. As a result of those conversations, it was determined that what is generally considered a “standard survey effort”—one that includes thematic chapters for each type of resource identified—may not, in this case, be the most appropriate approach. Instead, the Onalaska survey effort will be largely architecturally driven; however, basic research (date of construction and historic name, if possible) will be completed on those properties identified as architecturally notable. In addition to the architectural survey, the Onalaska Historical Preservation Commission will assist in a review of historic photographs in their possession, in

order to perhaps identify additional properties appropriate for survey (those that may also offer historical significance that would not be readily apparent by visual observation of the resource). In addition, the 30 previously surveyed properties will be reviewed.

PROJECT DELIVERABLES

Based on the limited nature of this “initial” and non-intensive survey, the following is considered to be the project deliverables (rather than what is normally dictated in the Work Program of the WHS for grant survey projects):

- A Reconnaissance Survey; physical products of which include (aside from the report itself) survey maps, and digital photographs to be uploaded to the Wisconsin Historic Preservation Database, which is maintained by the Wisconsin Historical Society.

ADDITIONAL TASKS:

Aside from the actual survey work and deliverables, two public meetings will be held to solicit information from interested people living in the city and to keep the public apprised of the project and its progress. The first meeting will be held within the first month or so of commencing the project. Normally the second meeting would also include the consultant; however, in this case, as discussed with Joe DeRose, this meeting would be with the Commission alone, with DeRose discussing the results of the survey.

PROJECT SCHEDULING:

The project award and completion dates noted in the Request for Proposals provide for an approximate 12-month work period. Accordingly, work will commence immediately upon receiving the Notice to Proceed (it is assumed that a contract can be in place by no later than 1 July 2015) and will conclude by no later than 15 July 2016.

Because the work program is so limited, the following timetable is suggested, but open to negotiation/discussion.

Tentative Project Schedule

Project Milepost	Task elements to be completed
1 September 2015	Send out press releases announcing project and soliciting information; schedule first public meeting.
30 October	Complete reconnaissance survey fieldwork (it is preferable to do fieldwork once the leaves are off the trees)
15 January 2016	Complete data entry and generate report.
2016 Date to be Determined	Review of Results between the Onalaska Historical Preservation Commission and WHS staff, Joe DeRose

HRL PROJECT TEAM:

Heritage Research, Ltd., strongly believes that it brings to this project a staff of exceptionally well-qualified and talented individuals. Traci E. Schnell, M.A., Senior Architectural Historian, will serve as project manager and principal investigator for the project. She will be responsible for completing the fieldwork and preparing the report. Brian J. Faltinson, M.A., Project Historian, may assist with database entry into the Wisconsin Historical Preservation Database.

Background/work experience for the two primary staff persons for this project:

Traci E. Schnell, M.A., Senior Architectural Historian

- M.A. in Art History & Criticism (Architectural History emphasis) from the University of Wisconsin-Milwaukee
- Over twenty years of full-time experience in Cultural Resource Management, all of which have been at HRL
- Led Historic Resource Planning Surveys (or resurveys) for the Wisconsin communities of Ashland (2000-2001), Mukwonago (2001), Thiensville (2003), Neenah (2005), West Allis (2007), Menasha (2008), Fond du Lac (2011), New Holstein (2013) and Waukesha (2014). She also directed the fieldwork and property-specific research for the survey of Historic Resorts of Vilas County, Wisconsin (2004)
- Research chair, co-chair and/or member of the (Volunteer) Research Committee of Historic Milwaukee, Inc., from 2000 to 2014; former HMI Board of Directors president
- Architectural/research advisor and/or researcher (volunteer) for the Wauwatosa Historical Society's annual Tour of Homes from 2001 to present; former Wauwatosa Historical Society president
- Instructor for the biennial House History program held at the Milwaukee Public (Central) Library since 2003

Brian J. Faltinson, M.A., Project Historian

- M.A. in American History from Marquette University
- Over seventeen years of full-time experience in Cultural Resource Management, all of which have been with HRL
- Completed a National Historic Landmark nomination for the Split Rock Light Station in Lake County, Minnesota (Listed in 2011)
- Former Member and Chair of the Wauwatosa Historic Preservation Commission
- Command Historian of the Wisconsin Army National Guard since 2007



PRIOR EXPERIENCE:

Over the past fifteen years, HRL has completed extensive *Reconnaissance and Intensive Surveys and Reports for the Wisconsin communities of Ashland, Mukwonago, Thiensville, Neenah, West Allis, Menasha, Fond du Lac, New Holstein and Waukesha*. All localities desired to identify those buildings, structures, districts and objects which met the criteria for listing on the National Register of Historic Places so that preservation priorities could be established, and significant properties factored into local planning efforts. The number of properties surveyed in each community where a survey had not already been done ranged from a low of 161 in Thiensville (pop. 3,200) to a high of over 1,000 in West Allis (pop. over 60,000). In those communities where a resurvey took place, we reviewed in some cases over 2,000 properties. Of the aforementioned communities for which survey and resurvey work has been done, almost all have since followed up with us for the completion of National Register nominations for either individual properties or districts.

REFERENCES:

To substantiate the quality of our community reconnaissance and intensive survey work, as well as our ability to complete quality WHS subgrant work, HRL is pleased to offer the following references:

Name: Mr. Shaun Mueller
Title/Position: Senior Planner
Municipality: City of West Allis
Phone #: 414.302.8470

Name: Ms. Tamara Szudy
Title/Position: Planner II, Planning & Zoning Division
Municipality: City of Wauwatosa
Phone #: 414.479.3521

Name: Mr. Ronald Heinritz
Title: Former Historic Resource Survey Project Director
Municipality: Thiensville Historic Preservation Commission
Phone #: 262.242.5674



Left: The complex located at 841 2nd Avenue SW, formerly the Onalaska Brewery and later, the Gedney/Onalaska Pickle and Canning Factory, is one of three locally designated landmarks in the city. This survey will help determine which structures are potentially eligible for listing in the National Register and/or designation as local landmarks.

SURVEY BUDGET: ONALASKA

1. Direct Labor Costs		
(Fieldwork, research and writing, first public meeting)		
Senior Architectural Historian		
60 hours x \$29.25/hr	1,755.00	
Project Historian I		
24 hours x \$24.75/hr	<u>594.00</u>	
		2,349.00
2. Direct, General and Administrative Overhead		
2,349.00 x .98		<u>2,302.02</u>
Subtotal (lines 1 & 2)		4,651.02
3. Fixed Fee (Profit) @ 7%		325.57
4. Direct Charges (Reimbursables)		
Photocopies		10.00
Mileage (estimate 550 miles @ .575/mile)		
1 round-trip to Onalaska is approximately 400 miles.		
An additional 150 miles is included for survey and		
miscellaneous driving.		316.25
Food & Lodging (5 nights @\$100 night)*		<u>500.00</u>
4. Total Compensation Proposed		<u>\$5,802.84</u>

*It remains possible that I could secure free lodgings while in the area. If that is the case, the money allotted for lodgings would be applied toward additional hours of labor.



Evolving from the First Norwegian Evangelical Lutheran Church, the First Lutheran Church at 410 Main Street is among the mid-twentieth century resources to be reviewed for the city survey effort.

Heritage Tourism – Historic and cultural sites draw more tourists than recreational assets, making heritage tourism one of the fastest growing industries today. Heritage tourism strengthens the local economy by bringing outside dollars into local businesses.

Job Creation – Rehabilitation and revitalization projects create a large amount of construction jobs annually, and historic preservation creates more jobs than new construction. On average, \$1 million invested in rehabilitation instead of new construction produces 20% more jobs, \$120,000 more in local economy, \$107,000 more in household income, and \$34,000 more in retail sales. Historic preservation creates more jobs mostly because rehabilitation projects are more labor intensive than new construction projects. Labor for preservation projects (carpenters, electricians, plumbers, sheet metal workers, painters, etc.) is nearly always hired locally, and these local wages are spent locally.

Tax Revenue – Historic preservation contributes to a more significant local, state, and federal tax collection. Between 2001 and 2005, the Wisconsin Historical Society assisted property owners with \$28 million of rehabilitation work on historic homes, leading to \$7 million of state tax savings. During these years, the state also recorded \$254 million of economic activity in the rehabilitation of income-producing historic buildings. These tax credits amounted to \$50 million in federal tax savings and \$13 million in state tax savings for Wisconsin residents.

Tax Credit – Wisconsin's Historic Preservation Tax Credit applies to certified historic buildings. Under the program, owners of eligible buildings may receive a state income tax credit for 20 percent of the qualified rehabilitated expenditures. This program applies to rehabilitation expenditures, as defined in section 47 (c)(2) of the Internal Revenue Code, of \$50,000 or more.

Property Values – Historic district designation help to ensure that our investment in a historic area will be protected — from new construction, improper remodeling, or demolition. Studies have shown that over time, property values in historic districts tend to increase, and there is no evidence suggesting that historic designation lowers property values.

Small Business Development – Main Street, downtown districts, and heritage tourism generates small business investment and strengthens other public investments.

New Businesses Prefer Older Buildings – Urban activist, Jane Jacobs, emphasized that new buildings make sense for major chain stores, but other businesses - such as bookstores, ethnic restaurants, antique stores, neighborhood pubs, and especially small start-ups - thrive in old buildings.

Infrastructure Diversity – Historic preservation provides a community with varying types of building structures, increased walkability (historic structures were built and designed with pedestrians), and an overall buffer between past, present and future development.

Intrinsic Value of Historic Buildings – Historic preservation contributes to a unique and diverse community that represents the historic cultural and societal aspects of the community's past.

New Development is Unsustainable - The rehabilitation of older buildings utilizes existing infrastructure, such as water lines, sidewalks, and streets, and preserves existing building materials and architectural elements. Debris from demolition typically makes up 25 to 30 percent of all materials discarded in landfills.

<http://www.wisconsinhistory.org/Content.aspx?dsNav=N:4294963828-4294963805&dsRecordDetailS=R:CS113>

<http://www.preservation.org/rypkema.htm>

<http://www.achp.gov/recovery/economic.html>

<http://www.huffingtonpost.com/national-trust-for-historic-preservation/six-practical-reasons-to-b-4956983.html>