



August 26, 2015

Paula Vandehey—Director
Department of Public Works
City of Appleton
100 North Appleton Street
Appleton, Wisconsin 54911

Dear Ms. Vandehey:

Hearthstone Historic House Museum at 625 W. Prospect Ave, Appleton, is in the process of performing necessary maintenance and restoration on the exterior of the building. The result will be preservation of the building as well as improved appearance to our many local and out-of-town guests. To that end we have been working with Kurt Craanen and Daniel Meissner to be sure we are following local codes where we can and getting the appropriate variances where the current codes conflict with the historic nature of the building and its purpose today as a museum. They have been extremely helpful in guiding us through the Building Committee Process to secure a variance on the height of the porch and stairway railings. Both Kurt and Daniel have been involved because Hearthstone in many ways is a unique property, zoned residential because it is indeed a house and was built for the purpose of family residence, but with many aspects of a commercial property. Today the purpose is no longer to house a family, since no one has resided in the house since 1986, but rather to serve as a museum reflecting what family life was like in the 1880's, preserve its and Appleton's place in history as the first residence in the world to receive electric power from a centralized Edison hydro-electric system, and to honor the contributions of Henry Rogers to the Appleton business community as recognized by the Wisconsin Historical Society.

In order to attract people to the museum, which is necessary for the on-going success of this "historic landmark," as Mayor Hanna referred to it in the Building Inspection Committee meeting granting the variance for railing height, we need to use a variety of methods to bring people to Appleton to tour the museum and make it easy to find when they are here. One of those critical methods is the use of a sign in a prominent location that will not only identify us but also convey our message. The current "identity" sign has served its purpose, but it is not visible to most traffic on Prospect Ave or Memorial Drive and has no means of conveying a message. For that reason we have applied for a Tourism Development Grant from the Fox Cities Convention and Visitors Bureau to help us pay for a sign that will better serve today's purposes. A copy of that application, which goes into some detail about the need



for a new sign, is included for your review. We had hoped for an approval of the grant subject to approval of the City of Appleton because we did not want to bother you with a sign application process if we could not secure the money for the sign. However, the Convention and Visitors Bureau declined our application because we do not have approval from the City of Appleton, but are open to a reapplication when City approval has been granted.

We have over the past several years tried to track where the people who visit Hearthstone come from by asking them to sign in and give us their name, address and e-mail address. Not everyone agrees to do that, but of those who gave us information in 2013, 23% were from zip codes in Appleton, Neenah and Menasha. 77% listed other zip codes. In 2014 48% were from Appleton, Neenah, and Menasha, 52% from other zip codes. Year to date in 2015, 32% have been from Appleton, Neenah, and Menasha, 68% from outside the immediate Fox Cities. In 2013 67 Wisconsin Zip Codes were represented, 72 Zip Codes from outside the state. In 2014, 52 Wisconsin Zip Codes were represented, 42 Zip Codes from outside the state. Year-to-date in 2015, 63 Wisconsin Zip Codes have been represented, 54 Zip Codes from outside the State of Wisconsin. We believe these numbers are significant. The majority of people who visit Hearthstone are not from Appleton and are probably not familiar with Hearthstone's location. We do give directions on our website, but simply put, we need to make it as easy as possible to find Hearthstone and for those who pass by on a regular basis to be reminded of our existence and value to the community.

The purpose of this letter and attachments is to begin the process of securing approval for a variance to the residential zoning regulation regarding signs. Historically museums may have been perceived by many as passive preservationists of the past and hence their approach to operations was passive. The type of sign that is permitted by code for a residential property fits that passive perception, but it is not adequate for today's museum that needs to be actively promoting its value to attract supporters and tourists in order to survive. That is where the commercial aspect of Hearthstone comes into play. We are a not-for-profit 501(c)3 organization. We are a business, and without some freedom to act like a business we can not survive. Consequently, we are seeking a Variance to allow a sign with an Electronic Message Unit strategically placed along Memorial Drive.

Signage and representation along Prospect Avenue and Memorial Drive are extremely important when considering the visibility and success of this benevolent property owner and institution. The intended use of the sign is not only to identify who we are, but also to inform the public of events, educational programs and tour information. Therefore, we feel a variance to allow an Electronic Message Unit is not only fair, but crucial in maintaining an enhanced presence along Prospect Avenue and Memorial Drive. It is our opinion that not allowing an Electronic Message Unit would be detrimental to our organization; and further, constitute an unnecessary, city imposed, hardship.



Hearthstone

Historic House Museum • World's First Home Lit by Hydroelectricity

Illuminating Our Heritage

Please consider this an official request for your help with the process of appealing to the board for a sign variance so that we can reapply to the Convention and Visitors Bureau for their Tourism Development Grant. I will be happy to meet with you and/or your representative at a convenient time to share additional details, to answer any questions you may have and to further present our case.

Thank you.

Respectfully,

Ed Hilgendorf, Vice President
Friends of Hearthstone

echilgen@gmail.com

715-226-0149

JONES SIGN

PROPOSAL

1711 Scheuring Road
De Pere, WI 54115
Ph: 800-536-7446
Fx: 920-983-9145

PROPOSAL SUBMITTED TO:		PROJECT LOCATION:	
Hearthstone Historic House Museum ATTN: Ed Hilgendorf 625 W Prospect Ave Appleton, WI 54911 Phone: 920-730-8204 Fax:		Hearthstone Historic House Museum 625 W Prospect Ave Appleton, WI 54911 Est #: 202001 Date: 6/26/2015	

QTY	DESCRIPTION	NoTx	UNIT PRICE	TOTAL
	Fabricate and install the following:		\$ -	\$ -
	(Pricing is based on artwork dated 06/19/15 and the attached qualifications)			-
1	OPT 1: one (1) 10'-9 5/8" OAH x 7'-2" OAW, D/F, internally LED illuminated monument sign with the following specifications: 8'-6 5/8"H x 7"W custom cabinet with digitally printed graphics on lexan. 2'H x 4'-7 1/2"W, D/F, monochrome AMBER, 20mm EMC. Veneer masonry base with decorative aluminum posts and functional lamps.		18,578.32	18,578.32
0	OPT 2: one (1) 11'-1/2" OAH x 6'-4" OAW, D/F, internally LED illuminated monument sign with the following specifications: 5'-8 9/16"H x 5'W custom cabinet with digitally printed graphics on lexan. 2'H x 4'-7 1/2"W, D/F, monochrome AMBER, 20mm EMC. Decorative aluminum posts with functional lamps.		17,435.97	-
	General Conditions included: project management, permit obtainment, dirt removal, removal and disposal of existing wood sign, pack, load and estimated freight, 5 year warranty, 30 days free advertising on one Jones Sign digital billboard			-
1	PERMIT & INSPECTION FEES: TBD, billed at cost per local Municipality.			-
	Option: Sales Tax at 5% and permits included on final invoice.			-
	Sales tax is not required if Exempt or Resale Certificate can be provided.			-

<input type="checkbox"/> Ship my order in 7 weeks** from Permit receipt at no additional charge	<input type="checkbox"/> 50% DOWN, BALANCE BEFORE SHIPMENT	Taxable Amount:	18,578.32
<input type="checkbox"/> Ship my order in 6 weeks** from Permit receipt – add 10% to Total	<input checked="" type="checkbox"/> 50% DOWN BALANCE DUE PRIOR TO INSTALL	Non-Taxable Amount:	-
<input type="checkbox"/> Ship my order in 5 weeks** from Permit receipt – add 15% to Total	<input type="checkbox"/> 50% DOWN BALANCE DUE NET 10 DAYS	5.00% Sales Tax:	
<input type="checkbox"/> Ship my order in 4 weeks** from Permit receipt – add 25% to Total	<input checked="" type="checkbox"/> <i>Initial indicating acceptance of payment terms listed above.</i>	Grand Total:	\$ 18,578.32

** ALL PRICES ARE PLUS SALES TAX, FREIGHT, PROJECT MANAGEMENT, PERMIT COSTS AND OBTAINMENT FEES
** PRICES ARE VALID FOR 30 DAYS ONLY AND DO NOT INCLUDE ELECTRICAL HOOKUP

Sales Representative: Kevin Morris Phone: 920-425-9855
 Authorized By: _____ Date: _____

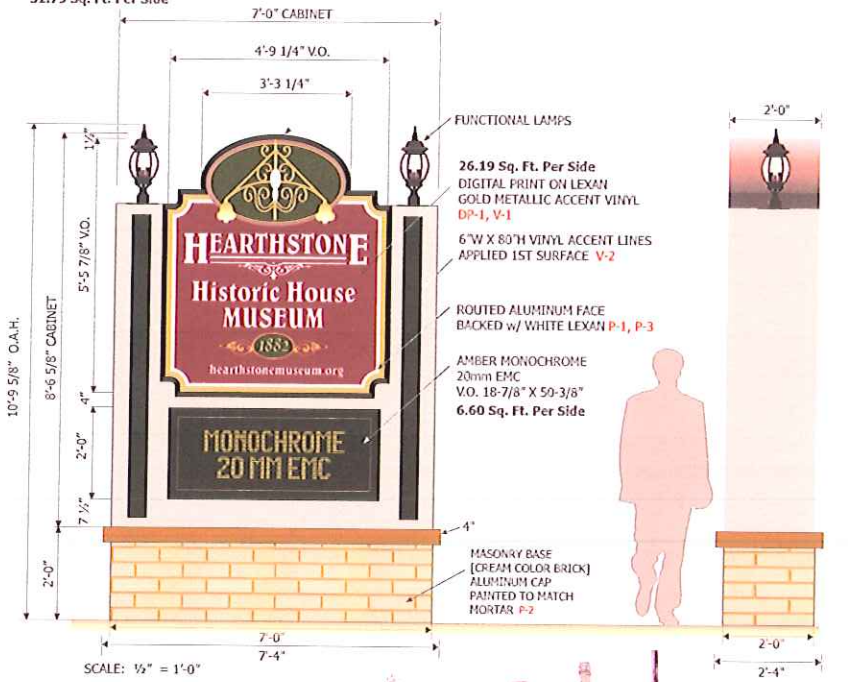
ACCEPTANCE OF PROPOSAL

Your acceptance of this proposal is expressly limited to the terms and conditions contained herein and the reverse side hereof, and as such shall constitute the entire agreement between the parties. No different or additional terms shall apply unless agreed to in writing by Jones Sign Co., Inc.

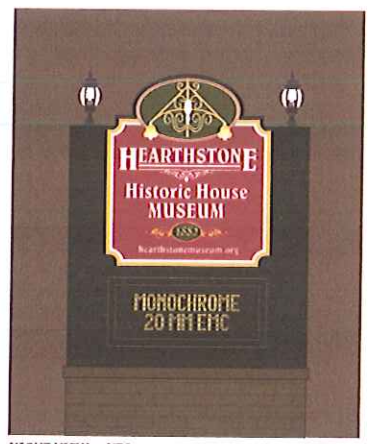
JONES SIGN CO., INC.	DATE	PURCHASER	DATE
BY _____		BY _____	

**D/F LED ILLUMINATED MONUMENT SIGN w/ EMC
OPTION 1**

32.79 Sq. Ft. Per Side



- COLORS/FINISHES:**
- DP-1 DIGITALLY PRINTED VINYL
 - V-1 3M-180C-241 GOLD METALLIC VINYL
 - V-2 ARLOY 2100-93 BLACK VINYL
 - P-1 MP BLACK
 - P-2 MP / PPS 147C
 - P-3 PAINT TO MATCH PHS WARM GRAY 2C
 - P-4 COLOR OPTION - PAINT TO MATCH CREAM COLOR BRICK



DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

JONES SIGN
1515 Schuyler Blvd. De Pere, WI 54115
Tel: 920-849-4700 Fax: 920-849-5045
www.jonesign.com

PROJECT
Hearthstone
625 W. Prospect Ave
Appleton, WI 54911

CUSTOMER APPROVAL
Authorized Signature _____
Date: / /

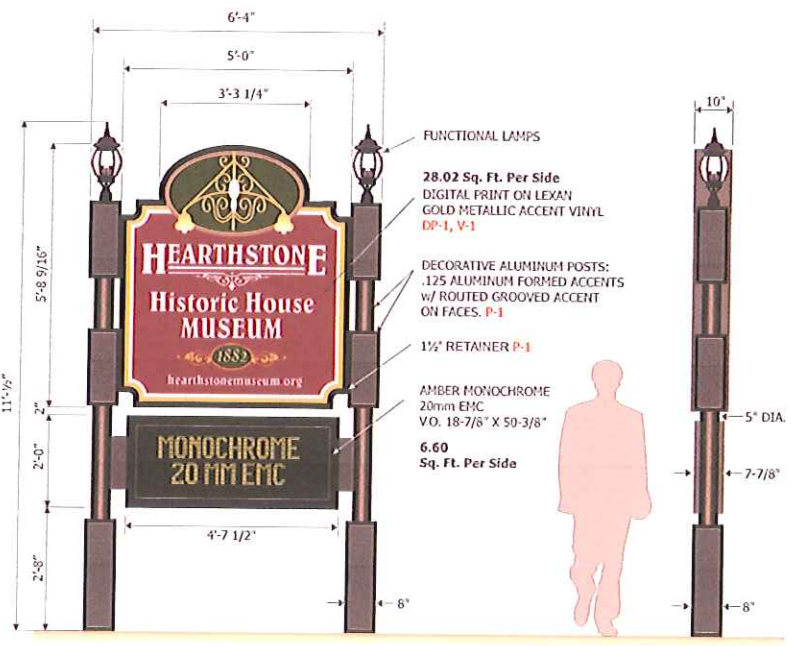
REVISIONS

1	6.01.15 DL - ADD EMC
2	6.17.15 JPL - ADD BASE
3	6.19.15 DL - MONUMENT
4	6.26.15 TG - Revise color, add color option, emc to amber
5	
6	
7	

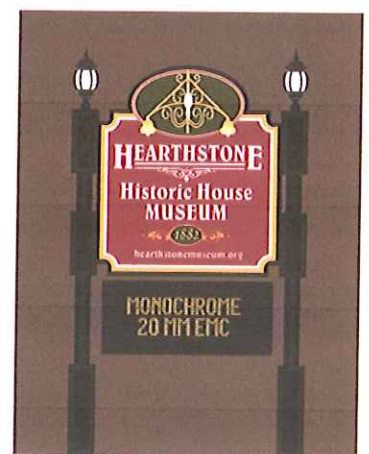
REPRESENTATIVE
Kevin Morris
DRAWN BY
Jim Pogo
DATE
5/19/14
SCALE
As Noted
SHEET
1 of 2
DRAWING #
202001_R4

**D/F LED ILLUMINATED GROUND SIGN w/ EMC
OPTION 2**

34.62 Sq. Ft. Per Side



- COLORS/FINISHES:**
- DP-1 DIGITALLY PRINTED VINYL
 - V-1 GOLD METALLIC / 3M-180C-241
 - P-1 MP BLACK



DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

JONES SIGN
1515 Schuyler Blvd. De Pere, WI 54115
Tel: 920-849-4700 Fax: 920-849-5045
www.jonesign.com

PROJECT
Hearthstone
625 W. Prospect Ave
Appleton, WI 54911

CUSTOMER APPROVAL
Authorized Signature _____
Date: / /

REVISIONS

1	6.01.15 DL - ADD EMC
2	6.17.15 JPL - ADD BASE
3	6.19.15 DL - MONUMENT
4	6.26.15 TG - Revise color, add color option, emc to amber
5	
6	
7	

REPRESENTATIVE
Kevin Morris
DRAWN BY
Jim Pogo
DATE
5/19/14
SCALE
As Noted
SHEET
2 of 2
DRAWING #
202001_R4

Paula Vandehey

From: Kurt Craanen
Sent: Friday, August 28, 2015 3:12 PM
To: Paula Vandehey
Cc: Ross Buetow
Subject: Fwd: 625 W. Prospect Ave.- Sign

FYI

Sent from my iPhone

Begin forwarded message:

From: Ed and Clare Hilgendorf <echilgen@gmail.com>
Date: August 28, 2015 at 3:00:16 PM CDT
To: Kurt Craanen <Kurt.Craanen@appleton.org>
Subject: Re: 625 W. Prospect Ave.- Sign

The proposed sign will be located immediately west of the second plinth/column south from the northwest corner of the veranda. It will extend ten to seventeen feet from the current sidewalk. Although this location may require a street occupancy permit, we believe it is the best compromise available, considering the right of way runs so close, perhaps unreasonably close, to the house. That location is approximately 70 feet from the corner of the intersection and should not affect visibility adversely for cars turning at the intersection. Placing the sign any further south we believe will limit the visibility of the sign to northbound traffic on Memorial Drive because trees immediately off the end of the bridge block the view of that portion of the Hearthstone property to motorists until they leave the bridge. Although we sincerely hope the City of Appleton never decides to install a right turn lane again from northbound Memorial Drive to eastbound Prospect Ave, we understand, should that happen, that the memorial garden and sign may have to be moved. Until that time we will have the advantage of visibility and representation that we believe the sign will give us.

Thank you.

Ed Hilgendorf

On Thu, Aug 27, 2015 at 12:07 PM, Kurt Craanen <Kurt.Craanen@appleton.org> wrote:

Ed:

Yes, that is plenty of time.



"...meeting community needs...enhancing quality of life."

Effective Date: 10-15-2014

GUIDELINES for Signs in the Street Right-of-Way

These guidelines have been established to determine which signs may be administratively approved to be installed within the street right-of-way. Requests for signs not meeting these requirements will be denied. Appeals will be to the Common Council through the Municipal Services Committee.

GROUND SIGNS

No ground signs may be installed within the street right-of-way.

PROJECTING SIGNS/AWNINGS

Projecting signs meeting the following criteria may be administratively approved to be installed within the street right-of-way:

1. Minimum clearance of 10 feet between the bottom of the sign and the normal grade.
2. Maximum projection of 4 feet into the street right-of-way.
3. Maximum size of sign within the street right-of-way is 35% of the wall size abutting the street frontage, or 350 square feet, whichever is less.
4. Maximum size of a changeable copy sign within the street right-of-way is 48 square feet.

BANNERS

See Banner Policy

SANDWICH BOARD SIGNS

See Sandwich Board Sign Policy



625

905

30337

707

33
32.05
10.44
29.67

33.02

ROW

20.m