



Our Vision

Red Wing thrives as a vibrant, creative river town that values its natural environment, welcomes all people, and unlocks opportunity for everyone.

Our Mission

We strive to create a sustainable, healthy, accessible, resilient, and equitable community where every person feels at home.

Statement of Intent: We gather today in this room as one people to discuss and attend to the matters of Red Wing. Together, as a government body and as community members, we agree to treat everyone with courtesy, dignity, and respect. We will listen to all sides of an issue, encourage participation, support each other, act with honor and accountability, and inspire pride in our community. This we commit as we open this meeting.

Meeting Announcement and Agenda Heritage Preservation Commission Regular Meeting City Council Chambers, 315 West 4th Street, Red Wing, MN & Virtually Wednesday, July 2, 2025, at 5:30 PM

This meeting will be held in the City Hall Council Chambers and virtually via Webex at the same time. Members of the public can join this meeting either in person at City Hall or virtually. To join this meeting via Webex, [click this link](#). To join via telephone, please dial (415) 655-0001. Enter access code 2559 341 8315 and password 2025 when prompted.

1. Call to Order

2. Oath of Office

2.A. Paul Pflueger to a First Term Ending December 31, 2027

3. Roll Call

4. Approval of Agenda

5. Approval of Minutes

5.A. Draft Minutes of the June 4, 2026, Regular Meeting

6. Public Comment

We now invite anyone to share their thoughts on a topic that is not on the agenda. We welcome all opinions and ideas. We appreciate you stating your name at the lectern, and please remember that personal attacks may be ruled out of order. You will have up to three minutes to comment, and we appreciate your time in coming tonight.

7. Motions & General Business

7.A. Design Review - Building Sign and Projecting Sign at 417 Main Street for Smith + Trade Mercantile

7.B. Design Review - Projecting Sign at 413 Main Street for Adourn

8. Communication Items

8.A. Staff Status Report (Verbal)

8.B. Commissioner Comments

8.C. Council Liaison Comments

9. Adjournment

Accommodations for signing interpreter, Braille, large print, etc. can be made. Call City Hall at 385.3600 seven days prior to the need. Hearing assistance devices are available during meetings.

**The 541st Meeting of the Red Wing Heritage Preservation Commission
Regular Meeting
City Council Chambers
June 4, 2025**

Members Present: Chair Brooke Reinke; Commissioners Kent Tsui, Lottie Aslakson, Ruth Nerhaugen, and Jenifer Majerus

Members Absent: Commissioner Sue Dicke

Others Present: Steve Kohn, Planning Manager / Staff Liaison

1. Call to Order

The meeting was called to order by Chair Reinke at 5:30 p.m.

2. Roll Call

Chair Reinke and Commissioners Tsui, Aslakson, Nerhaugen, and Majerus were in attendance.

3. Approval of Agenda

A motion was made by Commissioner Aslakson, seconded by Commissioner Nerhaugen and unanimously carried, to approve the agenda as presented.

4. Approval of Minutes

A. Draft Minutes from the May 7, 2025, Regular Meeting.

A motion was made by Commissioner Majerus, seconded by Commissioner Nerhaugen and unanimously carried, to approve the meeting minutes as drafted.

5. Public Comment

There was no public comment.

6. Motions and General Business

A. Heritage Preservation Design Review: A-Frame Sign for Creola's at 201 Main Street.

Staff Liaison Kohn described the proposed sidewalk sign, including the materials and colors. He reported that this is a new business, adding that the owners are in the process of painting the storefront. He stated that the owners have been reminded to maintain a clearance for pedestrians on this tight corner. He noted that the owners are also planning for some window signage, which will not require a permit or review by the HPC if under 6 square feet in total size. He stated that the proposed A-frame sign appears to meet all of the regulations, with staff recommending approval of the sign as proposed. The size of the A-frame sign was clarified, and the window signage was further discussed.

A motion was made by Commissioner Tsui, seconded by Commissioner Aslakson and unanimously carried, to approve the design review for the A-frame sign for Creola's as proposed.

B. Remove from Table – Heritage Preservation Design Review: Demolition of Former Malting Building at 110 Broad Street.

A motion was made by Commissioner Nerhaugen, seconded by Commissioner Aslakson and unanimously carried, to remove this item from the table.

Staff Liaison Kohn referenced past HPC discussion of this site. He noted that demolition of the former maltery building at 110 Broad Street has been proposed along with redevelopment of the site. He reviewed the history of this building and described the structure using photographs. He discussed the challenges of repurposing this building for other uses. He commented regarding the building's location near the riverfront at the edge of the Historic Mall District in Downtown Red Wing. He summarized comments that were received as part of an environmental assessment (EAW) process and discussed potential mitigation requirements.

Staff Liaison Kohn noted that an archeological review of the site has been recommended, prior to demolition. He stated that if anything of significance is found, further investigation may be required.

Chair Reinke asked whether any required mitigation projects would be funded by the applicant and whether funding would be available through SHPO or other sources. Staff Liaison Kohn stated that mitigation would be the responsibility of the developer, adding that funding from other sources might be available. He commented that photo documentation prior to demolition and potential salvage of some of the exterior materials has been recommended.

Staff Liaison Kohn detailed some of the water damage and other structural stability concerns relating to the existing building using current photos. He noted that the building has been allowed to deteriorate over the last 30+ years.

Staff Liaison Kohn reviewed preliminary design concepts for a new structure in this location. Setbacks for the new structure were discussed, and it was noted that no setbacks are required in this district. Plans for a multi-level parking ramp were discussed.

Staff Liaison Kohn stated that there is a 120-day waiting period from the date of the application, which was May 1st, before demolition could occur. He stated his opinion that the building is beyond repair and that a new structure would better meet the needs of the community.

Staff Liaison Kohn reviewed a general analysis and suggested findings relating to the historical and architectural merits of the building. He commented that the design work for a new building will cost hundreds of thousands of dollars, and the applicant would like permission to demolish the existing building prior to making this huge investment. He suggested that the HPC work with the developer on a design plan that will meet the standards of the historic district. He stated that the new building would be similar in height and mass to the existing building.

Staff Liaison Kohn stated that staff recommends approval of the demolition, with the condition that the applicant work with a committee to include City staff and HPC members on the new design, with a final design application to be submitted within one year of demolition for review by the entire HPC.

Staff Liaison Kohn reviewed the next steps in the process, noting that HPC action relating to the demolition would not need to occur during this meeting.

The archeological work was further discussed. Commissioner Nerhaugen asked whether Prairie Island Tribal Community representatives have been involved in the discussions. Staff Liaison Kohn stated that tribal representatives have been asked to provide comments.

Commissioners discussed the deteriorating conditions of the building. Chair Reinke commented that attempts to preserve the structure have failed. She discussed the benefits of a new development in this riverfront location. She noted that the developer has demonstrated a willingness to work with the HPC. Commissioner Tsui discussed the importance of the new building mirroring the size and scale of the current building.

A motion was made by Commissioner Tsui to approve the demolition application as presented, with the condition as recommended by City staff. The motion was seconded by Commissioner Aslakson, a vote was conducted, and the motion carried unanimously.

C. Design Review: Building Sign for Hoopla Junk at 313 Bush Street.

Staff Liaison Kohn described the location of this new business. He stated that there are no planned changes to the storefront. He reviewed the proposed building sign, including materials and colors. He noted that signage is also planned for the glass doors. He also discussed a proposed A-frame sidewalk sign. Commissioners discussed the proposed sign lettering and colors. A motion was made by Commissioner Majerus to approve the design review for both signs, including the dark red color for the building sign lettering. The motion was seconded by Commissioner Tsui, a vote was conducted, and the motion carried unanimously.

7. Communication Items

A. Staff Status Report.

Staff Liaison Kohn reported that the He Mni Can – Barn Bluff ribbon-cutting ceremony will most likely be scheduled in July. He provided project updates. Interpretive signage was discussed. A potential educational program in conjunction with the ribbon-cutting ceremony was discussed.

Staff Liaison Kohn reported that the City Council approved an appeal by the owner of Hanisch Bakery relating to the extension of the mansard roof, reversing an earlier HPC design review decision. He stated that staff is working with the applicant on the permitting process. The storefront windows were discussed.

Staff Liaison Kohn provided an update regarding the Boxrud building redevelopment project and other Downtown projects.

B. Commissioner Comments.

Commissioner Nerhaugen thanked Staff Liaison Kohn for his assistance with historic preservation projects.

The July meeting date and agenda were discussed.

C. Council Liaison Comments.

Council Liaison Janie Farrar was not in attendance.

8. Adjournment

Chair Reinke adjourned the meeting at 6:28 p.m.

Agenda Item

07.A. – Heritage Preservation Design Review for Building Sign and Projecting Sign at 417 Main Street for Smith + Trade Mercantile

Action Requested

Motion to Adopt Staff Recommendation

Attachments

- Drawings/Photos

Prepared By

Steve Kohn, Planning Manager, June 27, 2025

Background

Smith + Trade Mercantile will be opening soon at 417 Main Street and has submitted an application for a Sign Permit for a building sign and projecting sign on the front façade of the building. A Design Review is a required part of the Sign Permit.

The HPC previously worked with the owner of the property regarding a signage plan for the building, specifically the three (3) commercial tenant spaces on the main level along Main Street. This signage proposal is consistent with the planned permanent signage locations discussed with the HPC.

The proposed building sign will be located above the entrance of the tenant space on the existing pressed metal lintel that separates the storefront from the upper story. The lintel is currently painted white but will be painted black/bronze soon to match the metal elements of the new storefront window system. The proposed building sign consists of 14" tall, raised wood letters painted white – reading "Smith + Trade" and 6" tall, raised wood letters painted white – reading "est. 2019". The sign stretches 20' across the lintel. Please see the attached submittals. It should be noted that the "Mercantile" sign shown below the main building sign will be applied to the transom window glass and does not require a Sign Permit due to its size (smaller than six square feet).

The proposed projecting sign consists of a decorative, custom made metal bracket supporting a laser cut wood sign. The actual sign measures 20" x 32" and consists of the business' name/logo. Both the bracket and sign background will be black, with white graphics. The sign will be installed on a vertical column right of the entrance door, below a goose neck light fixture. The sign will maintain a minimum height of 8' from the sidewalk, as required by Chapter 16. Please see the attached submittals.

Analysis

As mentioned above, the proposed signage locations are consistent with the signage plan discussed earlier with the building owner. The proposed building sign location is also consistent with the historical placement of building signs on the property. Staff finds that the proposed signage will not alter or destroy the distinguishing original qualities and character of the building and district. The proposed sign colors are compatible with the building and District. Two font styles are being used for the main text on both signs, which is permissible, Chapter 16 regulations allow a maximum of two letter styles on a sign.

The signage meets all other sign regulations in the Sign Ordinance and the Heritage Preservation Ordinance.

Staff Recommendation

Staff recommends approval of the Design Review Form as submitted.

Signage

417 Main Street

Smith + Trade Mercantile

Exterior Signage Upper trim

Existing trim 2'3" tall x 40' long

Smith + Trade 20' long x 14" tall

est. 2019 2'6" long x 6" tall

Times Roman Font

White letters - Super White Benjamin Moore OC-152 exterior paint

Wood 1" thick

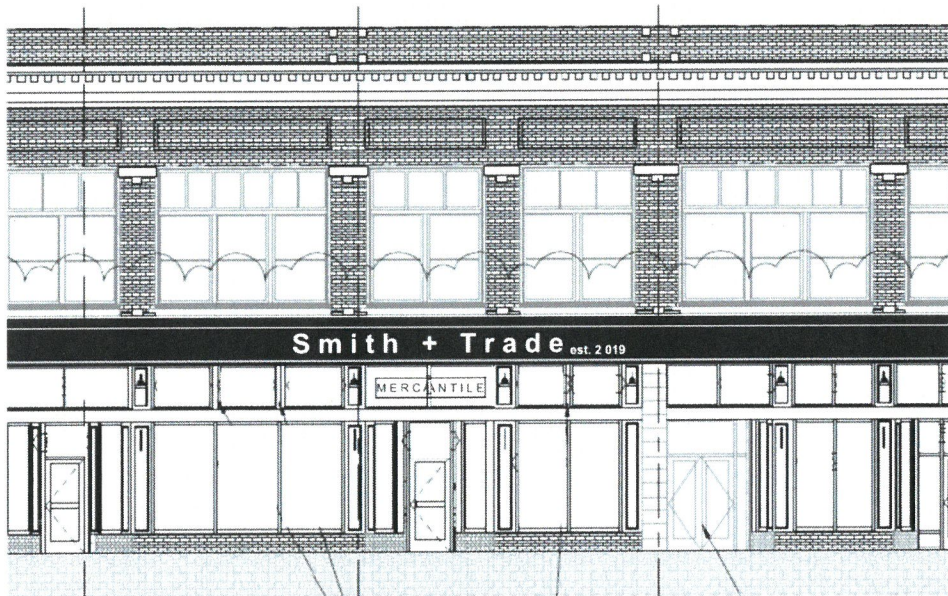
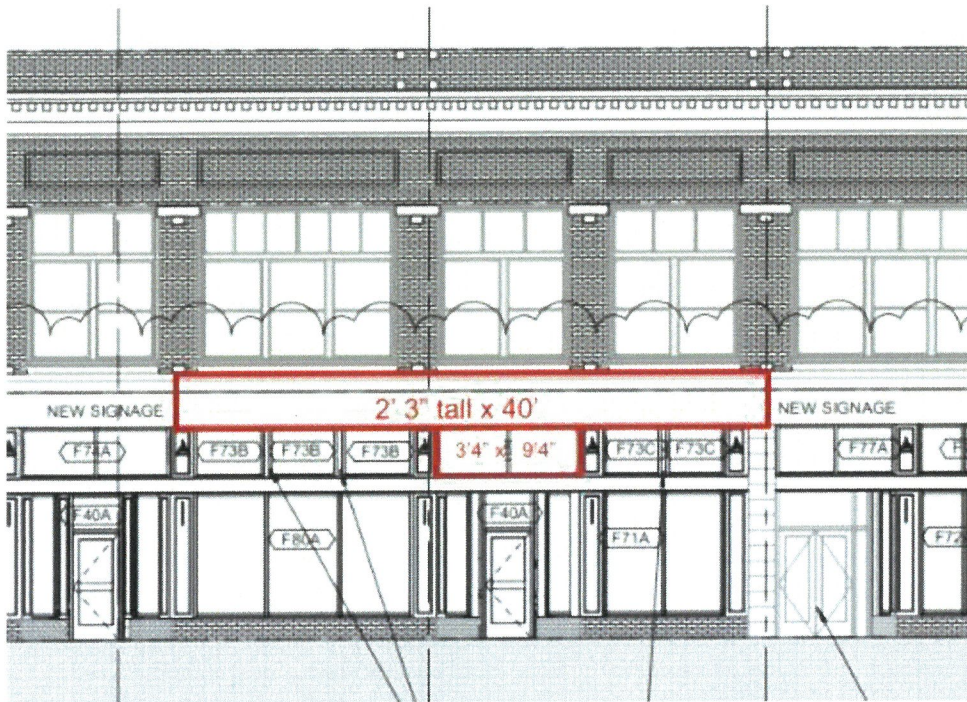
2 coats Exterior poly

4-5 nail gun per letter to secure into place

I have attached an original picture from Boxrud Bro. exterior signage which will be very similar to the Smith + Trade signage. Bringing it back!

We have had wooden letter signage in Stillwater for 6 years and have had no issues. See photos.





Stillwater and Crosby wood letter signage



Arm Signage

Red Wing has a strong history with the railroad which was built in 1883 and still runs today. Smith + Trade represents and features wood workers, smiths, makers and what better to have a sign handcrafted, representing Red Wing and its strong historic reference to the railroad.

Custom Made Black Rail Sign

All pieces are created in shop, beautiful, raised lettering details, custom made trolley tracks.

Cast iron aluminum plate for hanging.

Total over all dimensions 36" long x 4" deep x 32" tall

Logo Smith + Trade

Wood 1" thick slab 32" x 20"

Base board Benjamin Moore Black 2132-10 Exterior Paint

Lasered lettering double sided

Letters Super White Benjamin Moore OC-152 Exterior Paint

2 coats Poly

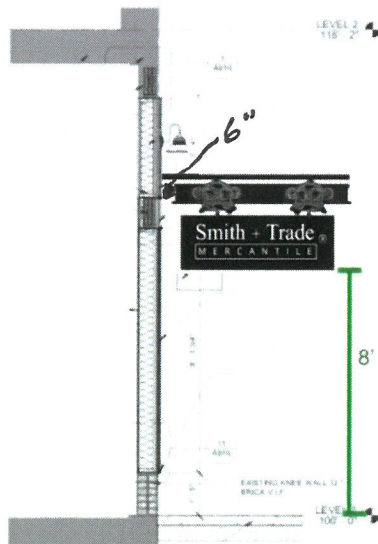
Times Roman Font

Mercantile

Arial Font



We will be working with a local signage company, Sievers Creative to install the piece.



We can't wait to get started!

Thank you for your time,
Kelli and Paul Kaufer
Smith + Trade Mercantile

Agenda Item

07.B. – Heritage Preservation Design Review for Projecting Sign at 413 Main Street for Adourn

Action Requested

Motion to Adopt Staff Recommendation

Attachments

- Drawings/Photos

Prepared By

Steve Kohn, Planning Manager, June 27, 2025

Background

Adourn will be opening soon at 413 Main Street and has submitted an application for a Sign Permit for a projecting sign on the front façade of the building. A Design Review is a required part of the Sign Permit.

The HPC previously worked with the owner of the property regarding a signage plan for the building, specifically the three (3) commercial tenant spaces on the main level along Main Street. This signage proposal is consistent with the planned permanent signage locations discussed with the HPC.

The proposed projecting sign consists of a simple brass colored metal bracket and a circular 26" diameter sign constructed of metal. The sign background will be painted white and the business' name and logo will be applied in a mid-olive green color (text) and dark khaki for the logo. The text reads "adourn" and "a collective collection of home", in different fonts. The proposed projecting sign will be installed on a vertical column at the far left edge of the building (east), below a goose neck light fixture. The sign will maintain a minimum height of 8' from the sidewalk, as required by Chapter 16. Please see the attached submittals.

The applicant is also planning to install a simple building sign above the entrance of the tenant space on the existing pressed metal lintel that separates the storefront from the upper story. The lintel is currently painted white but will be painted black/bronze soon to match the metal elements of the new storefront window system. The proposed building sign consists of 14" tall, raised brass colored letters – reading "adourn". The building sign is less than six square feet and thus does not require a Sign Permit or review by the HPC. The material and color will be compatible with the bracket being proposed for the projecting sign.

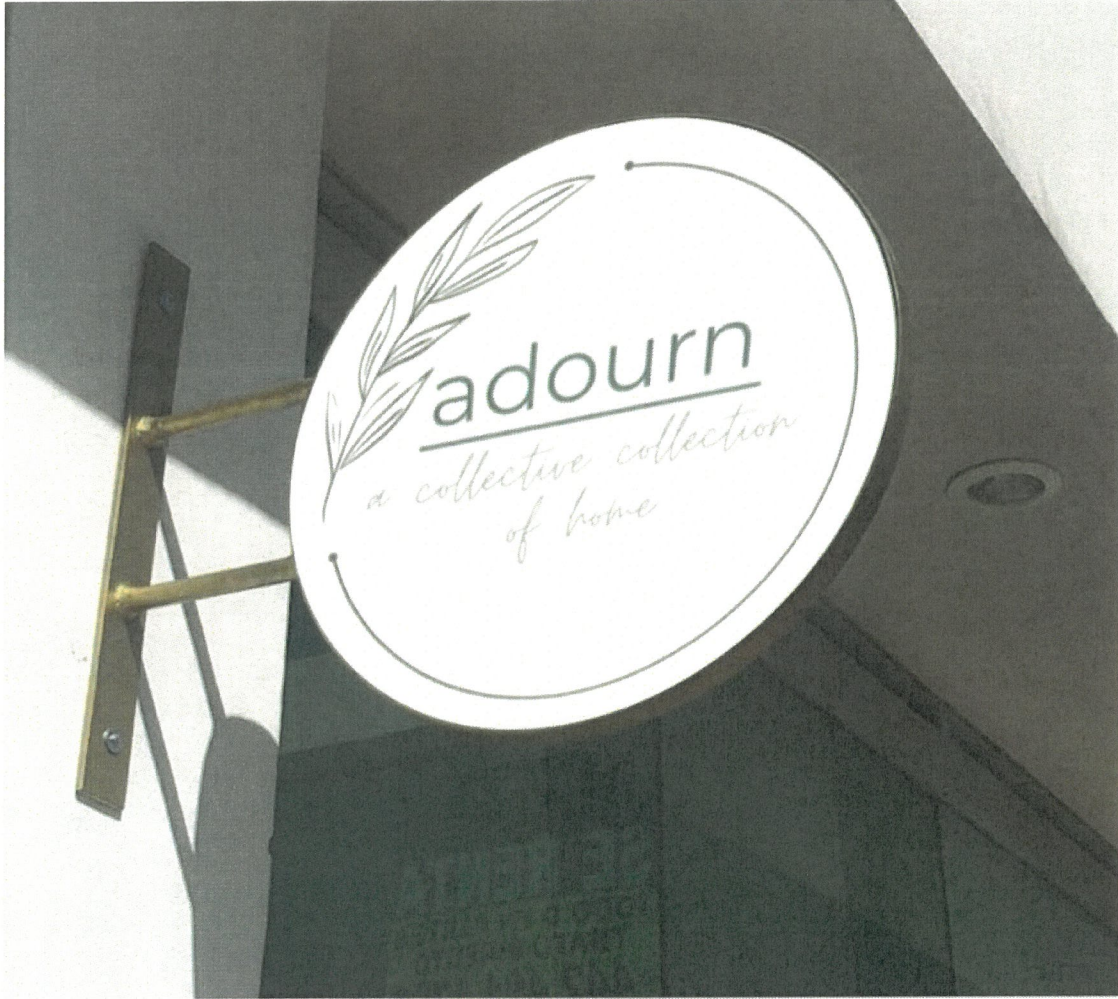
Analysis

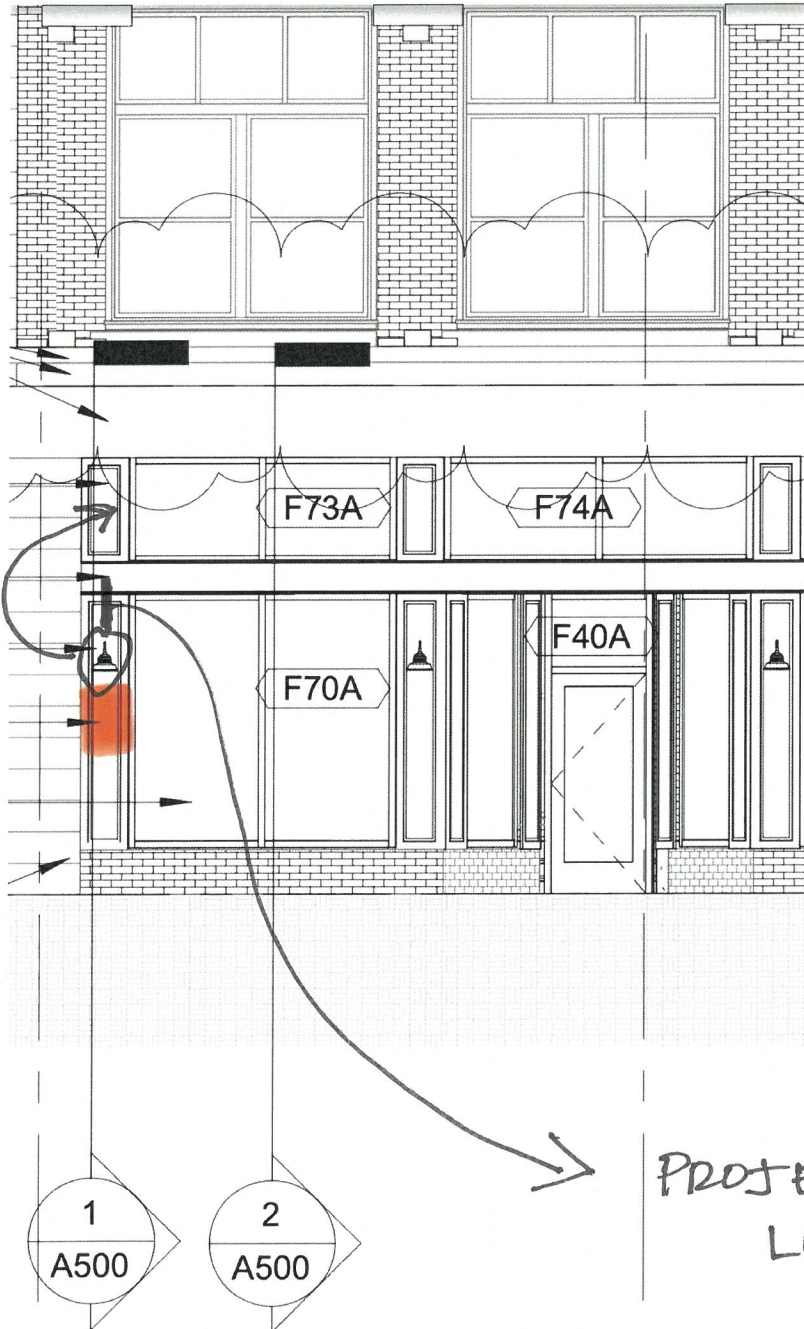
As mentioned above, the proposed signage locations are consistent with the signage plan discussed earlier with the building owner. The proposed building sign location is also consistent with the historical placement of building signs on the property. Staff finds that the proposed signage will not alter or destroy the distinguishing original qualities and character of the building and district. The proposed sign colors are compatible with the building and District. Two font styles are being used for the main text on the projecting sign, which is permissible, Chapter 16 regulations allow a maximum of two letter styles on a sign.

The signage meets all other sign regulations in the Sign Ordinance and the Heritage Preservation Ordinance.

Staff Recommendation

Staff recommends approval of the Design Review Form as submitted.







Example of what the proposed building sign looks like.