

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

March 4, 2014
12:00 P.M.

Meeting Rooms D&E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

I. OPENING CEREMONIES

- A. Attendance
- B. Declaration Quorum Present

II. APPROVAL OF MINUTES

- A. February 4, 2014

III. REPORTS OF OFFICERS

- A. Project Address: 130 S Main Street
Applicant: National Exchange Bank & Trust
Project Description: Replace Ground Signs and add
Electronic Message Center.

IV. ADJOURN

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

February 4, 2014
12:00 P.M.

Meeting Rooms D&E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

OPENING CEREMONIES

ROLL CALL: Present: Scott Draves
Terrence Gaffney
Brent Schumacher
Sam Meyer

Absent: Tom Meiklejohn, III (excused)
Steve Schoofs (excused)
Stan Ramaker (excused)

Administrative Staff: Joellyn Dahlin, Principal Planner

Acting Chairperson Draves declared a quorum present.

APPROVAL OF MINUTES

December 3, 2013

Motion made by Meyer to approve the minutes of the regular meeting of the December 3, 2013 Downtown Architectural Review Board as presented.

Seconded by Schumacher.

ROLL CALL VOTE: Aye - Draves, Gaffney, Meyer,
Schumacher

Nay - None

Carried.

REPORTS OF OFFICERS

Project Address: 13 E 1st Street

Applicant: Tom Meiklejohn/13 First, LLC

Project Description: Replace awning, install two additional awnings, change building color.

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

PROJECT APPLICATION

DATE SUBMITTED: 2.18.14 DARB MEETING DATE: 3.4.14

PROJECT LOCATION: 130 S Main St.

BUSINESS NAME: National Exchange Bank & Trust

APPLICANT INFORMATION

PROPERTY OWNER: National Exchange Bank (Nicole Wiese)

ADDRESS: 130 S. main St.

EMAIL ADDRESS: Nicole.wiese@nebat.com

PHONE: (920) 924-2287 ext. 1287

PROJECT REPRESENTATIVE: Flyway Signs

ARCHITECT ENGINEER CONTRACTOR OTHER

ADDRESS: N.5528 Miranda Way

EMAIL ADDRESS: M Smith @ Flyway signs.com

PHONE: (920) 921-7181

PROJECT INFORMATION

- MINOR REPAIR/ALTERATIONS (PAINT, ROOF, WINDOWS)
- EXTERIOR RENOVATION
- SIGN(S)
- AWNING(S)
- BUILDING ADDITION/EXPANSION
- NEW BUILDING

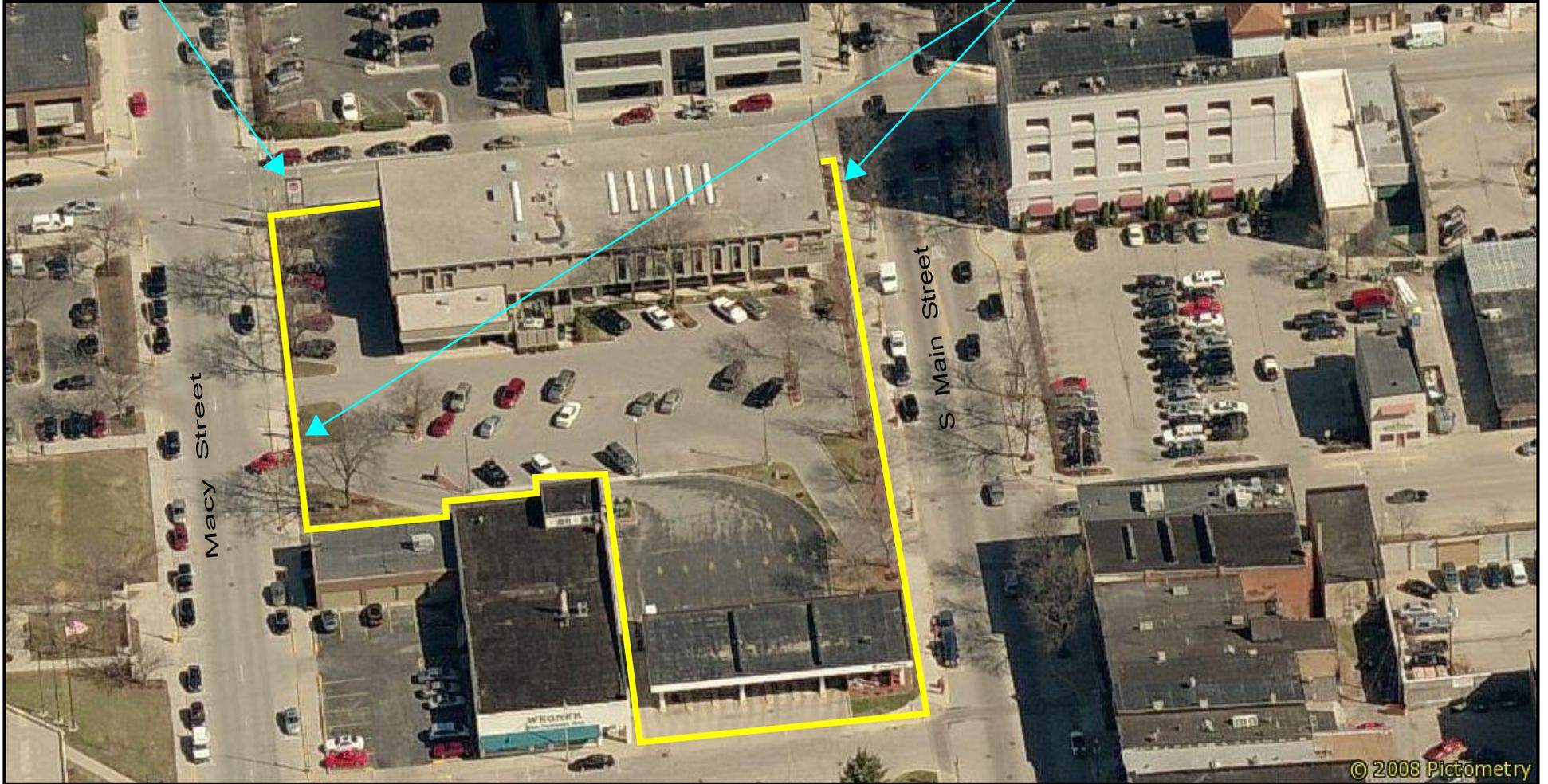
DESCRIPTION OF PROPOSED PROJECT:

Replace existing ground signs with the same
size. Add electronic message center to sign located
at 2nd and Macy St

NATIONAL EXCHANGE BANK & TRUST 130 SOUTH MAIN STREET

replace ground sign & add single face EMC

replace ground sign



EXISTING GROUND SIGN - MAIN STREET



NEW (REPLACEMENT) GROUND SIGN - MAIN STREET

24"x144" single-sided lighted sign.
 Aluminum cabinet with routed aluminum face,
 painted duranodic with
 brushed aluminum accents, White and red logo.



Option for wrap-around accents on convex cabinet



Top view

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DRAWN BY: CHECK BY: DWG FILE NAME: 261404 Template	TITLE: National Exchange Bank & Trust DRAWN DATE: 2.17.2014 DRAWN BY: 5 SCALE: NTS
PROJECT DESCRIPTION: Layout for approval	

EXISTING GROUND SIGN - MACY/SECOND STREET



NEW (REPLACEMENT) GROUND SIGN - MACY/SECOND STREET



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DRAWN BY: <i>[Signature]</i> CHECKED BY: <i>[Signature]</i> DRAWN FILE NAME: 201405_TerryLester	TITLE: National Exchange Bank & Trust DRAWN DATE: 1.22.2014 DRAWN FROM: 4 SCALE: NTS
PROJECT DESCRIPTION: Layout for approval	

EXISTING DIRECTIONAL GROUND SIGN - MACY STREET



NEW (REPLACEMENT) DIRECTIONAL GROUND SIGN – MACY STREET



42"x39.75" non-lighted aluminum sign cabinet, painted duranodic with brushed aluminum accents. (Option for wrap-around or convex) Red and white cut vinyl logo and copy.

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DRAWN BY:	TITLE: National Exchange Bank & Trust		
CHKD BY:	DATE: 2.17.2014	DRAWN RSK: 5	SCALE: NTS
PROJECT DESCRIPTION: Layout for approval			

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

P R O J E C T R E V I E W

DARB MEETING DATE: March 4, 2014

PROJECT NUMBER: 2014-02

PROJECT LOCATION: 130 South Main Street

BUSINESS NAME: National Exchange Bank & Trust

COMMUNITY DEVELOPMENT STAFF REVIEW: Joellyn Dahlin, Principal Planner

HISTORIC: N/A

PROJECT:

- REPLACE THREE GROUND SIGNS
- ELECTRONIC MESSAGE CENTER

The Downtown Architectural Board cannot waive, modify or allow any deviation from the requirements of the Building Code, Zoning Code or any ordinances or regulations. An appeal of a decision of the Downtown Architectural Review Board may be considered by the Board of Appeals.

PROJECT COMPLIES WITH ZONING CODE REGULATIONS
Downtown Design Overlay District

The B-3 district does not allow ground signs; sign regulations for the Downtown specifically prohibit changeable copy signs (electronic and/or manual). Replacement of three existing ground signs and the inclusion of an electronic message center as part of one of the signs will be considered by the Board of Appeals on March 3, 2014.

PROJECT COMPLIES WITH DOWNTOWN FOND DU LAC PARTNERSHIP
DESIGN GUIDELINES

The proposed project requires a determination of compliance with design guidelines. Review must consider sign materials and illumination.

CITY OF **Fond du Lac**

ARCHITECTURAL REVIEW STANDARDS

City of Fond du Lac Zoning Code Section 11.08 and Section 11.12 D.

Context

Scale

Balance and Proportion

Unity & Theme

Color & Materials

Windows & Doors

Awnings & Canopies

Signage

Mechanical Equipment

CONTEXT	New design elements should match or complement the structure. The visual continuity of roofs and contributing elements (parapet walls and cornices) should be maintained in the design of a new building or building addition. A small building should not be constructed adjacent to a large building.
BALANCE & PROPORTION	A building façade should contain a proportion of height and width. The vertical pattern of building elements should be compatible with buildings in the area. The horizontal pattern of building elements formed by patterns of windows and doors should be spaced at regular intervals on visible facades of the building and be compatible with buildings in the area.
UNITY & THEME	Consistent style and purpose.
COLOR & MATERIALS	<p>The following elements apply to a building exterior that is visible to a public street and/or alley:</p> <ul style="list-style-type: none">• Building color should be non-reflective and relate to neighborhood patterns. High intensity, florescent, day glow, neon and metallic colors are discouraged.• Primary exterior building materials should be similar or complementary to neighboring buildings and to the downtown. Materials should consider the adjoining structures to provide a suitable transition from one building to the next. Where a side or rear elevation is not exposed to view from a public street, a combination of primary and secondary materials may be used.• Acceptable materials: Glass, brick, ceramic tile, terra cotta, cultured stone, cut stone, carved stone, stucco, EIFS, wood, decorative concrete block. Stone or brick should be of consistent size and coloration. Oriented Strand Board (OSB) or similar materials are prohibited; non-decorative exposed concrete block, pre-engineered metal building systems and sheet metal is discouraged. Metal roofs, decorative metal and metal accent components may be considered.

- The traditional storefront design theme of horizontal and vertical rhythms formed by building openings, columns, cornices, kick plates, sign bands, large display windows and transom windows should be used for new nonresidential buildings.
- Building facades should not be cluttered with brackets, wiring, meter boxes, antennae, gutters, downspouts and other appurtenances. Appurtenances must be colored to blend with the building exterior. Ornamentation inconsistent with the general design of the downtown area is prohibited.
- Clear or slightly tinted glass should be used. Mirror glass, smoked glass or heavily tinted glass is not permitted.
- When façade changes are made, hidden architectural elements and original materials should be restored or replaced when practical to match the architecture of the building.

**WINDOWS &
DOORS**

Windows and doors should be similar in size, and proportion and alignment based on the architectural style of the building. Original door and window openings and accenting features must be maintained where practical. First floor windows are required for visibility and transparency along the street. Replacement windows and doors should match the original opening in size, shape and arrangement of panes, minimizing the amount of blocking and/or filler panels.

**AWNINGS &
CANOPIES**

Utilize the same type, style and mounting of awnings and/or canopy for a single building or property. Awnings must have a consistent horizontal alignment across the front of the building, unless the slope of the pedestrian walk or ground requires a horizontal stagger. Awning and canopy size, color and placement should complement the architectural character of the building. Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installations should be used. Internal illumination is discouraged.

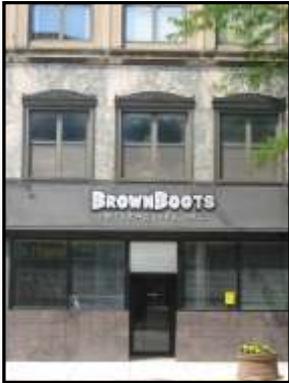
SIGNS

Sign shape, color, materials and illumination must complement the character and architecture of the building for which it serves. Allowable sign area is limited by zoning regulations. (Refer to Zoning Code Section 11.12 D.)

**MECHANICAL
EQUIPMENT**

Utility service and mechanical equipment, and trash/recycling receptacles must be screened from public view. Locate mechanical equipment and service areas at the rear of the building; screen with architectural walls and/or landscaping. Rooftop equipment should be placed a sufficient distance from the building edge to screen equipment from the view of adjacent streets.

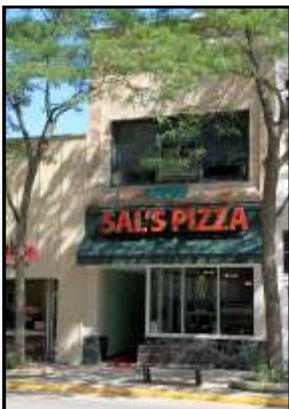
A R C H I T E C T U R A L R E V I E W S T A N D A R D S



Sign Outline



Sign Illumination from above.



Illuminated Sign

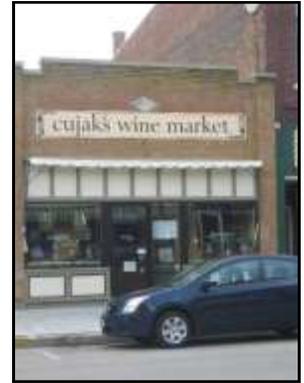
Function and Purpose

Signs are a vital part of the streetscape and contribute to the overall image of downtown Fond du Lac. Not only is signage intended to call attention to your business, it creates an individual image for your building. The major function of a sign is to introduce the storefront and its contents. Because signs are an extremely visible element of the storefront, they must be used carefully so as not to distract from the facade. Signs should combine with the entire storefront to make a meaningful statement.

Consider the following guidelines in designing and utilizing signs:

- Wall sign design should take into consideration the age and architecture of the building. Simple, dimensional letters mounted in the sign panel area were popular **on buildings built around 1900. Look at the building's architectural features and try to mimic some of those features in the shape or design of the wall sign.** A sign outline that is complementary to the building design is preferred over a simple rectangular sign.
- A sign should not dominate the building facade and it should not obscure or destroy the architectural features of a building such as stone arches, glass transom panels or decorative brick work. Sign shape and proportion should fit the building in the same way a window or door fits. For example, a sign hung under the **cornice complements the building's architecture and therefore presents a strong image.**
- Sign size should be appropriate for the distance from which the sign will be viewed in the downtown setting. Utilizing a sign size that is the *maximum* allowed by City ordinances does not always produce the best results. Simple wording is easier to read by pedestrians and street traffic; *descriptive words* should be used, rather than *lists of items* for sale. Filling the sign panel area to the edges creates a crowded, cluttered look.

- Many of the historic buildings in downtown Fond du Lac have a sign panel area above the storefront window and door; wall signage should be mounted in this area only, below the sill of the second story windows.
- Architectural design regulations do not allow wall signs and projecting signs above the windowsill of the second story. Signs cannot obstruct any window, door, fire escape or stairway. Signs cannot interfere with public fixtures such as street trees, street lights, directional signs, traffic devices or streetscape elements.
- Use colors, materials and lettering size that harmonize with the building facade. Limit each sign to a maximum of three colors, two materials and one lettering style. Look at the color of your building and the colors you see on the surrounding structures, and take hints from these when selecting colors for your sign. Lettering should be scaled to occupy no more than 65 percent of the sign surface.
- Consider the use of sign materials other than plastic, such as wood, metal, stone, neon, canvas and etched glass. Each has unique qualities that can be exploited to create a sign suited to the building and your business needs. The most suitable use of plastic materials is to create a sign made of individually formed letters, **symbols or numbers**. **Internally lit florescent “box” signs are not allowed in the Downtown.**
- Sign illumination is important, but the light source should be as inconspicuous as possible. Lighting should be done tastefully to highlight the building and signage, using appropriate retro-styled fixtures for historic buildings. A neon wall sign should be used only if the design complements the age and design of the building. **Neon was popular from the 1920's to the 1940's.**
- Signs provided by national distributors are not appropriate; they do not reflect the individuality of a business and usually appear as add-ons to your storefront advertising. The signs you display should advertise your personal business message.



Sign Panel Area



Window Lettering



Wall Sign

S I G N A G E

Types of Signs

Various types of signs are permitted for businesses in Fond du Lac. It is advisable, however, to review the City of Fond du Lac Sign Ordinance to ensure compliance with requirements and restrictions.

Projecting Sign

This type of sign is affixed to a building wall to extend outward from the façade. A projecting sign is a historically appropriate consideration.

Wall Sign

A wall sign is mounted flush to the building wall to identify a business. Additional features of the business can often be promoted through the use of window lettering.

Temporary Sign

To advertise the opening of a new business, outdoor advertising devices such as streamers, pennants, banners, inflatable or three-dimensional product signs may be used on the property where the business is located.

Changeable Copy Sign

Changeable copy signs including manual reader boards and electronic message centers are not permitted in the Downtown. These types of signs are allowed for businesses that are not located in the Downtown Design District. Where permitted, the sign area of a readerboard or electronic message center must be incidental to the principal sign, and the color of the changeable copy should relate to colors of the building.

Sandwich Board Sign

This type of sign is temporary and portable, to be set outside of a building during the business day. A sandwich board sign is intended to promote goods or services provided by the business occupying the site for which the sign serves.

Mural

Murals should follow these guidelines:

- Size should be appropriate in proportion to the scale of the building/property, and the location of the mural should consider the nature of adjacent land uses.
- The content of the mural may not advertise a product or service.
- The mural should be painted by a professional using accepted industry techniques and methods to ensure long-lasting quality and ease of upkeep.
- The mural should be painted on a secondary surface to be attached to the building for easy removal and ease of maintenance.
- The mural should be regularly maintained by a professional service, taking care to address color fading, degradation of materials, vandalism, etc.
- The mural should be removed when it becomes unsightly and/or is not maintained.

Hand Painted Signs

Where a projecting sign and/or wall sign is permitted, the sign composition may include commercial or professional hand painted art work (text, graphics, background etc.). Hand painted signs must be maintained in good condition for the life of the sign, taking care to address color fading, degradation of materials and vandalism. A hand painted sign must be removed when it becomes unsightly and/or is not maintained.



Projecting Sign



Wall Sign



Sandwich Sign