

# DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

August 6, 2013  
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. July 2, 2013

## III. REPORTS OF OFFICERS

- A. Project Address: 40 East Division Street  
Applicant: Brent Schumacher o/b/o *Trinity*  
Project Description: Install 10'-high noise reducing cedar fence.
- B. Project Address: 57 North Macy Street  
Applicant: Commonwealth Coffee Company LLC  
Project Description: Install wall signs, awnings with signage, monument sign and projecting sign.
- C. Project Address: 82 North Main Street  
Applicant: Danielle & Ron Domenosky d/b/a Mojo Hair Studio  
Project Description: Storefront renovation, awning, window signage.

## IV. ADJOURN

# DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

July 2, 2013  
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  
Steve Schoofs  
Sam Meyer

Absent: - Tom Meiklejohn III (excused)  
Brent Schumacher (excused)  
Stan Ramaker (excused)

Administrative Staff: - Joellyn Dahlin, Principal Planner

Vice-Chairperson Schoofs declared a quorum present.

## APPROVAL OF MINUTES

### June 4, 2013

Motion made by Schoofs to approve the minutes of the regular meeting of the June 4, 2013 Downtown Architectural Review Board as presented.

Seconded by Draves.

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

Nay - None

Carried.

## REPORTS OF OFFICERS

A. Project Address: 18 East Division Street

Applicant: Tanya Marcoe dba *Inspired by You*

Project Description: Replace damaged stucco with Novabrik on north, east and west facades of building.



Note: Action on this proposal was postponed by the Downtown Architectural Review Board at its meeting of July 2, 2013. A revised proposal has been submitted for consideration.

CITY OF  
**Fond du Lac**  
**DOWNTOWN DESIGN REVIEW**

**PROJECT APPLICATION**

DATE SUBMITTED: June 20, 2013 DARB MEETING DATE: July 2, 2013

**PROJECT LOCATION:** 40 East Division Street

**BUSINESS NAME:** Trinity Restaurant

**APPLICANT INFORMATION**

**PROPERTY OWNER:** Trinity Artist Square, LLC

ADDRESS: 54 East First Street

EMAIL ADDRESS: Schumacher@commonwealthco.net

PHONE: (920) 922-8170

**PROJECT REPRESENTATIVE:** Brent Schumacher

ARCHITECT  ENGINEER  CONTRACTOR  OTHER

ADDRESS: 54 East First Street

EMAIL ADDRESS: Schumacher@commonwealthco.net

PHONE: (920) 922-8170

**PROJECT INFORMATION**

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

DESCRIPTION OF PROPOSED PROJECT:

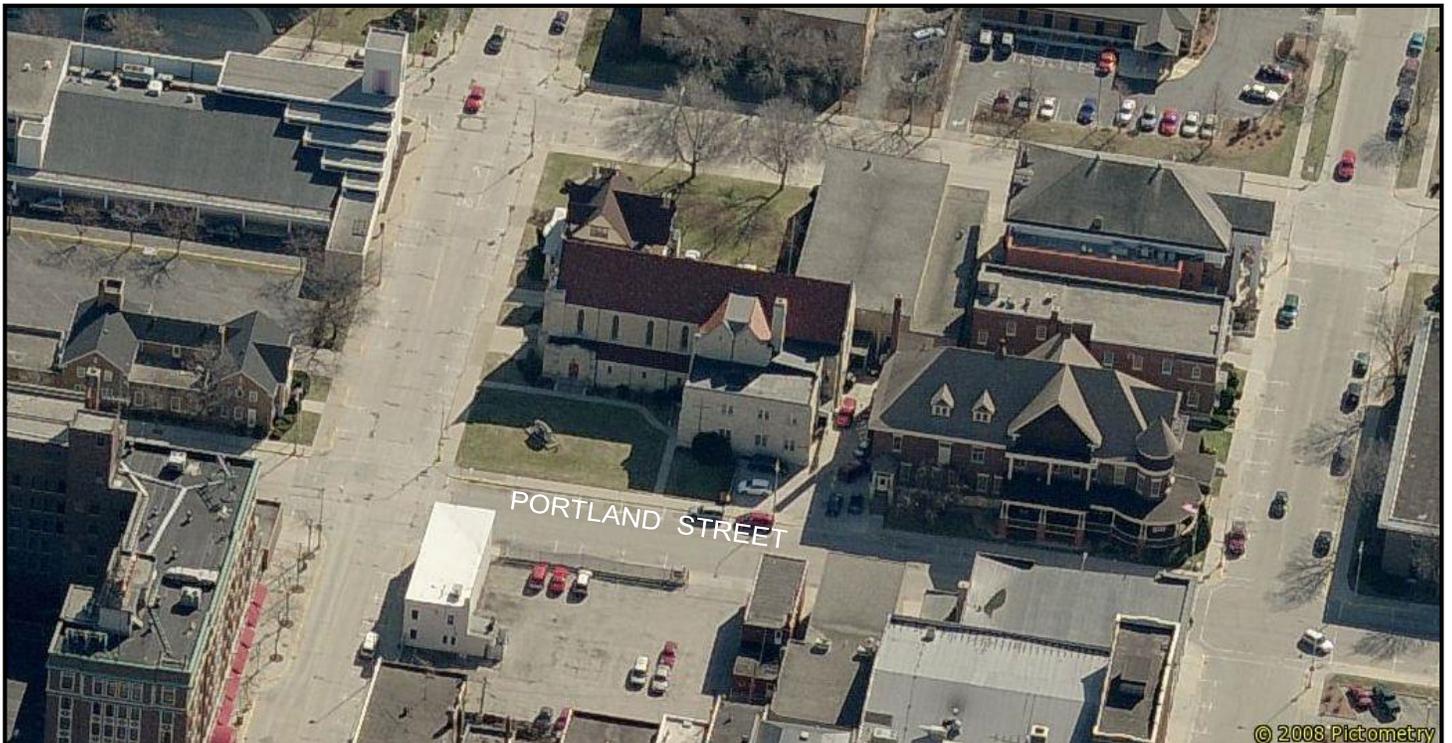
- Install a noise reducing cedar fence per attached drawings and photos

# 40 EAST DIVISION STREET – TRINITY RESTAURANT

## DIVISION STREET VIEW OF PROPERTY



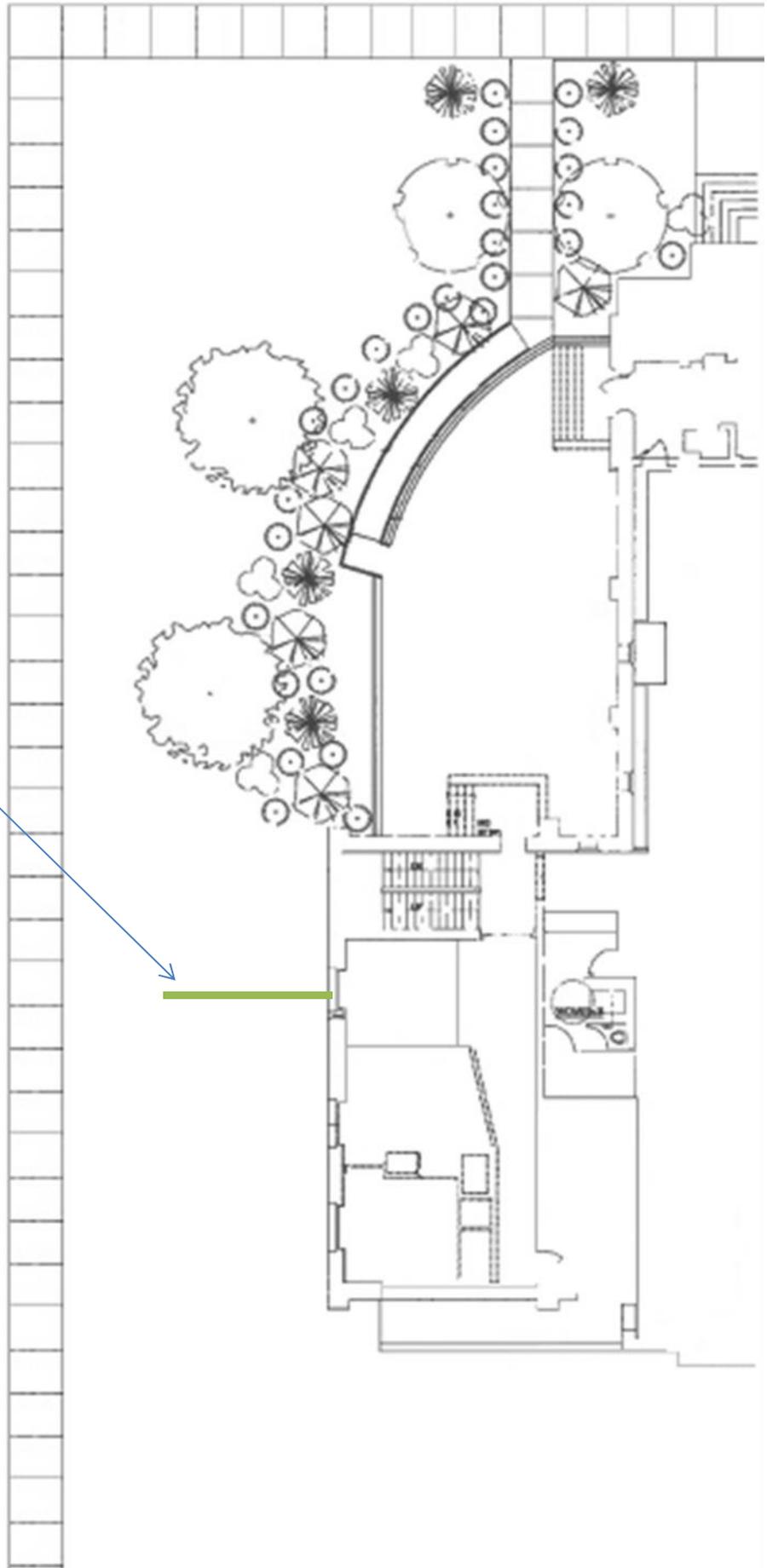
## PORTLAND STREET VIEW OF PROPERTY



EAST DIVISION STREET

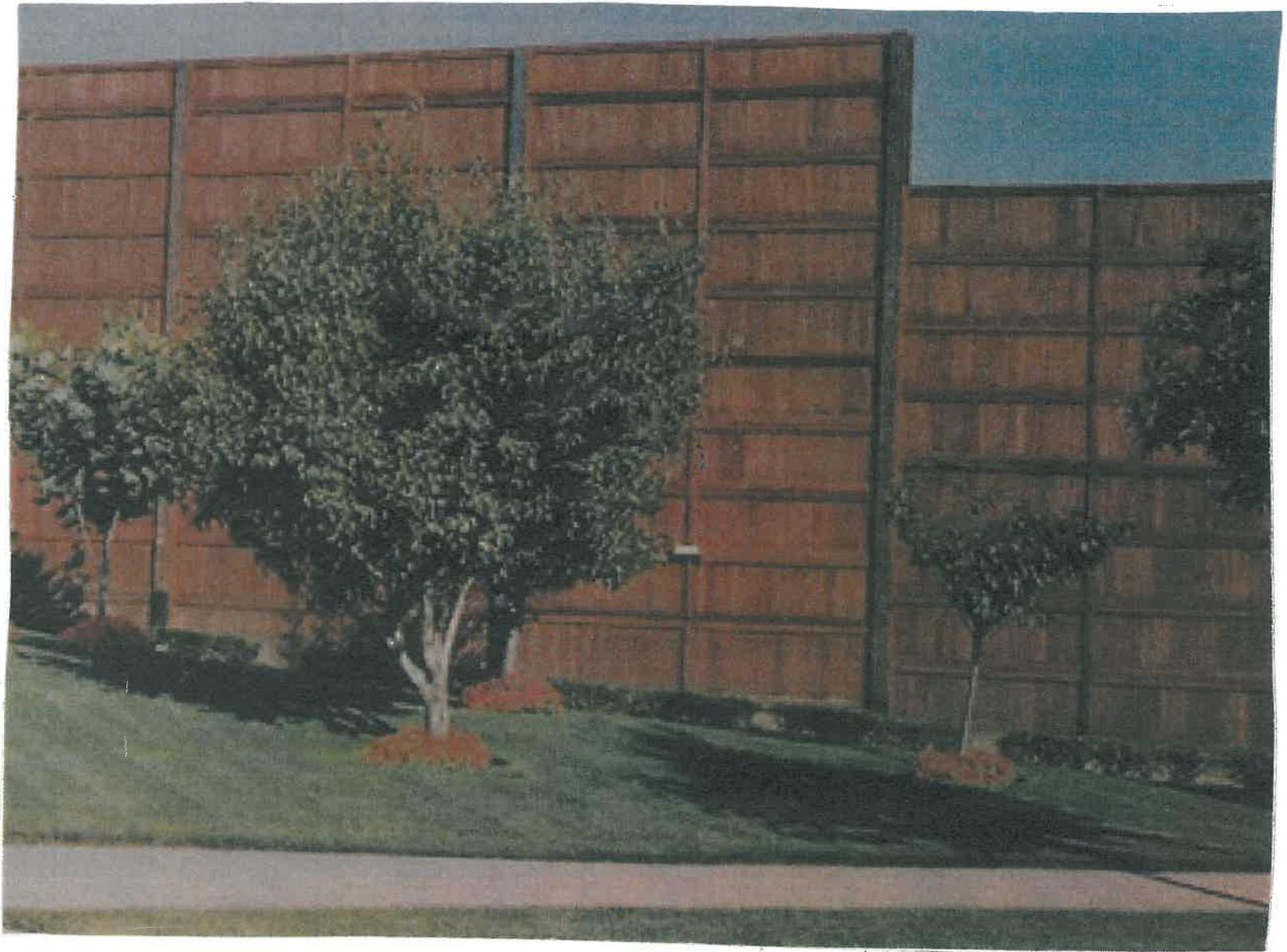
PORTLAND STREET

PROPOSED FENCE



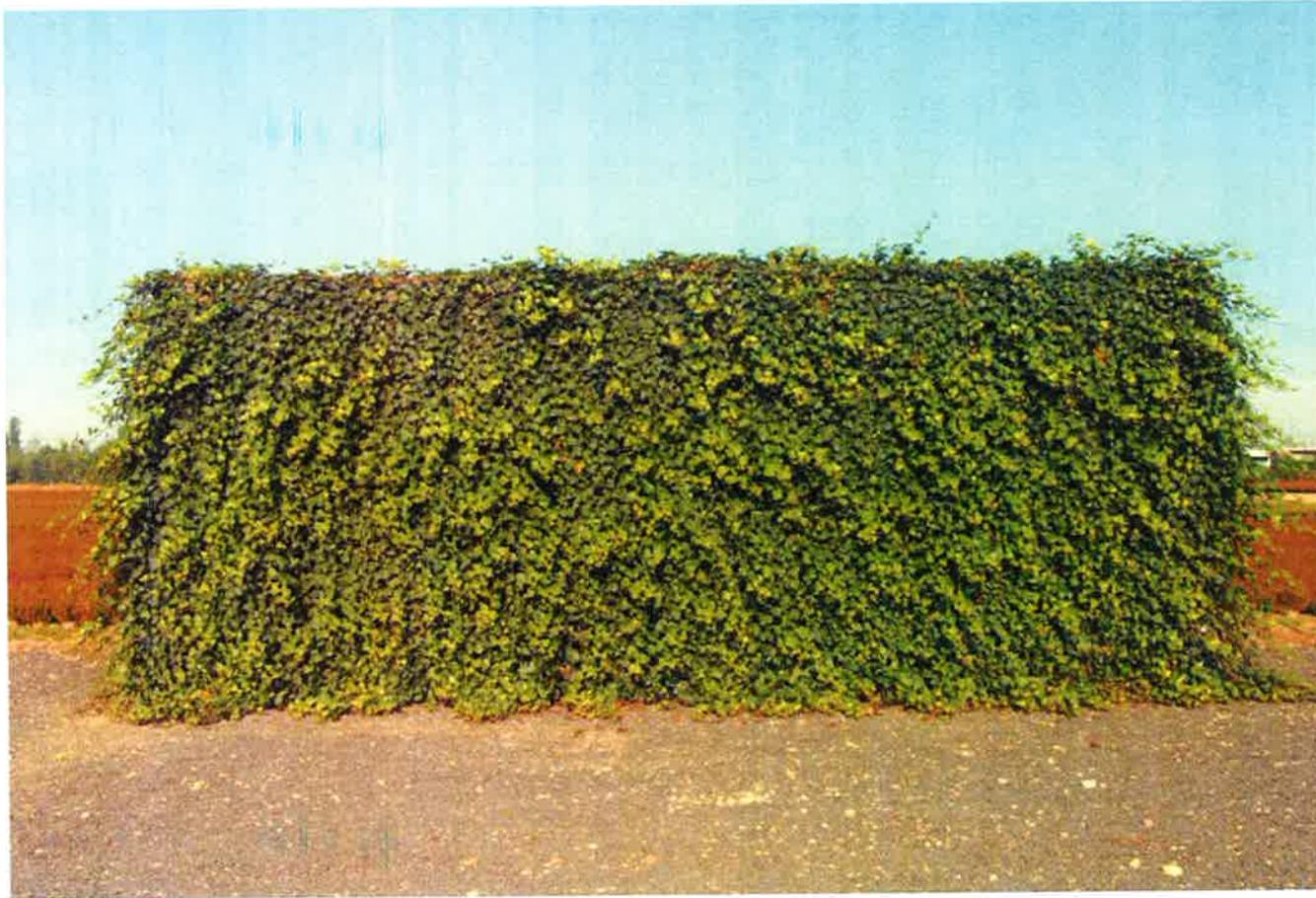
False Location





*Sample Materials*

*Sample*  
original proposal



# revised proposal

10'-high solid wood fence w/lattice and vines  
length of fence - 25', extending west from west building wall

CITY OF  
**Fond du Lac**  
DOWNTOWN DESIGN REVIEW

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

**DARB MEETING DATE:** July 2, 2013

**PROJECT NUMBER:** 2013-04

**PROJECT LOCATION:** 40 East Division Street

**BUSINESS NAME:** Trinity Restaurant

**COMMUNITY DEVELOPMENT STAFF REVIEW:** Joellyn Dahlin, Principal Planner

**HISTORIC:** Potentially historically significant.

**PROJECT:** Install twenty linear feet of solid wood fence extending westerly from the west building wall. The proposed fence height is 10 feet. The existing setback distance from the west building wall to the public sidewalk is approximately 35 feet.

The purpose of the fence is to screen and buffer exterior mechanical equipment that is located south of the restaurant's outdoor patio area.

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 proposed fence complies with zoning regulations for height. Allowable fence height in a commercial district is 10 feet. The fence height is restricted to the side and rear yard areas of a property. In the B-3 district there is no setback requirement for any required yard areas.

**PROJECT COMPLIES WITH DOWNTOWN FOND DU LAC PARTNERSHIP  
DESIGN GUIDELINES**

The proposed project requires a determination of compliance with design guidelines.

## ZONING CODE DOWNTOWN DESIGN DISTRICT REGULATIONS

- 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.
- 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** Elements applicable to a building exterior visible to a public street and/or alley:
- **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. 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.
  - Utilize 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 for new nonresidential buildings.
  - Brackets, wiring, meter boxes, gutters, downspouts and other appurtenances must be colored to blend with the building exterior.
  - Use clear or slightly tinted glass. No mirror glass, smoked glass or heavily tinted glass.
  - Restore or replace architectural elements and original materials when practical.
- WINDOWS & DOORS** Windows and doors should be similar in size, and proportion and alignment based on the style of the building. Maintain original door and window openings and accenting features where practical. First floor windows are required for visibility and transparency along the street. Replacement windows/doors should match original opening in size, shape and arrangement of panes, minimizing the amount of blocking and/or filler panels.
- MECHANICAL EQUIPMENT** Screen utility service/mechanical equipment, trash/recycling receptacles from public view. Locate mechanical equipment and service areas at the rear of the building; screen with architectural walls and/or landscaping. Site rooftop equipment a sufficient distance from the building edge to screen from the view of adjacent streets.

CITY OF  
**Fond du Lac**  
**DOWNTOWN DESIGN REVIEW**

**PROJECT APPLICATION**

DATE SUBMITTED: 7/25/2013 DARB MEETING DATE: 8/06/213

**PROJECT LOCATION:** 57 North Macy Street - Commonwealth Coffee Company & Deli

**BUSINESS NAME:** Commonwealth Coffee Company, LLC

**APPLICANT INFORMATION**

**PROPERTY OWNER:** Riverside Senior, LLC

ADDRESS: 54 East First Street, Fond du Lac, WI 54935

EMAIL ADDRESS: leffel@commonwealthco.net

PHONE: ( 920 ) 517-2905

**PROJECT REPRESENTATIVE:** \_\_\_\_\_

ARCHITECT  ENGINEER  CONTRACTOR  OTHER

ADDRESS: Excel Engineering, Inc. 100 Camelot Drive, Fond du Lac, WI 54935

EMAIL ADDRESS: stan.r@excelengineer.com

PHONE: ( 920 ) 926-9800

**PROJECT INFORMATION**

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

DESCRIPTION OF PROPOSED PROJECT:

Design to include sign package for the exterior of business located at 57 North Macy

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# 57 NORTH MACY STREET



## Commonwealth Coffee Company & Deli Signage Plan

North Entrance	Size	Notes
1 Monument Sign	5' 6" x 7'	Back lit on both sides, sign affixed to monument. Located on Northeast side of property.
2 Entrance Vestibule	4' 10" x 7'	Size: 4' 10" x 7' x 7' tall sides plus a top that is 36" tall at the peak / logo screened
3 N. Wall Sign	36" Diameter	Affixed to Northwest wall, backlit
4 Arm Sign	36" Diameter	Affixed to west wall before the side entrance. Backlit on both sides w/logo
5 Menu Board	78" x 75"	Logo sign of 24" diameter atop the drive thru sign
6 Drive Thru Sign	16" x 30"	Backlit on both sides. One side directional to use Drive Thru, opposite is logo only
7 Awning	28"	Screened to the awning
8 Poster Frames	30" x 46"	Affixed to wall on either side of the drive thru window. Lit by arm light



CAFE VIEW - NORTH FACADE AND WEST FACADE



APARTMENT VIEW - SOUTH FACADE AND WEST FACADE



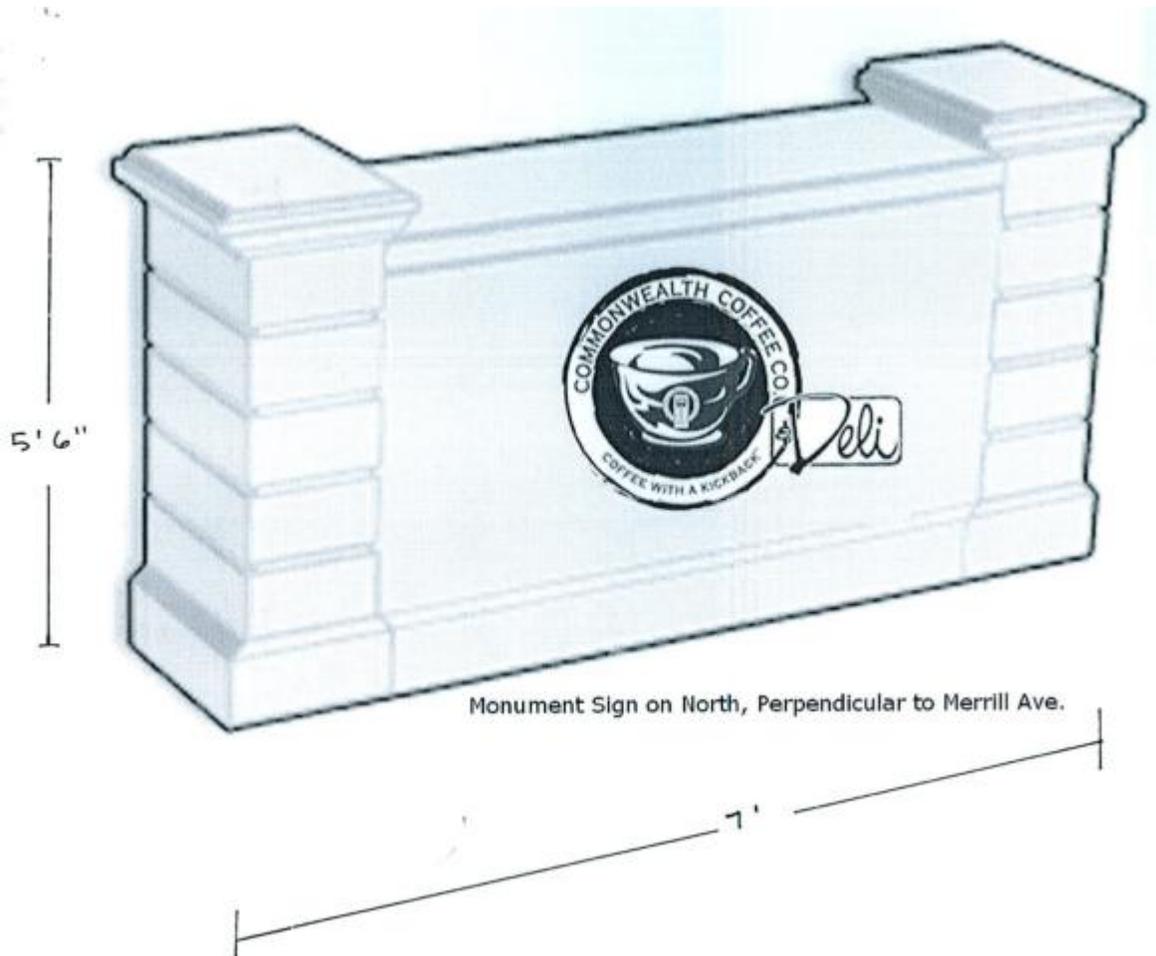
## MONUMENT SIGN

sign

North side of building, sited perpendicular to Merrill Avenue and located west of the parking lot driveway entrance. Sign would be within 10 feet of the driveway.

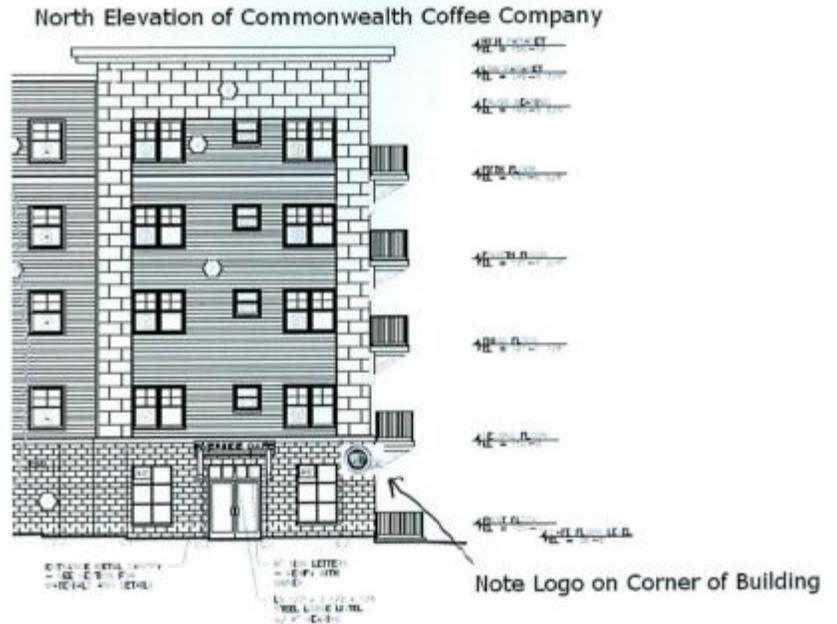
Monument Dimensions: 5'6" x 7'

Sign Area: 36" diameter round internally illuminated logo and business identification, affixed to both sides of monument.



## WALL CABINET SIGN

North building wall, 36" diameter round internally illuminated logo and business identification. Sign thickness is 6". Sign area 7 sq. ft.



## PROJECTING SIGN

West wall of coffee shop.

Sign area: 36" diameter (7 sq. ft.), 6" thickness, internal illumination



CITY OF  
**Fond du Lac**  
DOWNTOWN DESIGN REVIEW

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

**DARB MEETING DATE:** August 6, 2013

**PROJECT NUMBER:** 2013-05

**PROJECT LOCATION:** 57 N Macy Street

**BUSINESS NAME:** Commonwealth Coffee Company

**COMMUNITY DEVELOPMENT STAFF REVIEW:** Joellyn Dahlin, Principal Planner

**HISTORIC:** Contributing property of North Main Historic District

- PROJECT:**
- WALL SIGNS
  - PROJECTING SIGN
  - MONUMENT SIGN
  - MENU BOARD & POSTER SIGNS
  - DIRECTIONAL SIGN

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 area of the wall sign and projecting sign meets zoning code regulations.  
The size and height of the directional sign meets zoning code regulations.  
The B-3 district does not allow ground signs and it does not allow cabinet-type wall signs. A variance request regarding the proposed monument sign and an internally illuminated cabinet-type sign will be considered by the Board of Appeals on August 5, 2013.

**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.

**SIGN DESIGN**

- Zoning Code: Sign shape, color, materials and illumination shall be complimentary to the character and architecture of the building for which it is affixed.
- Downtown Fond du Lac Partnership Design Guidelines: Maximum of three colors, two materials and one lettering style.

**SIGN SIZE (ZONING CODE REGULATIONS)**

WALL SIGN:

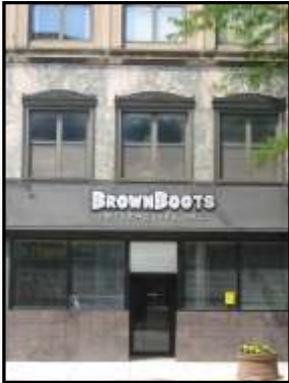
- Two square feet of sign area permitted for each linear foot of building façade
- No sign shall obscure the architectural features or openings of the building.
- Ground floor businesses in multi-story buildings may not install wall signs higher than the bottom of the second floor window sill.
- A wall sign shall be placed no higher than the bottom window sill of the second floor or 18 feet, whichever is less. No sign shall obstruct any window, door, fire escape, stairway or any opening intended to provide air, egress or ingress for any building or structure.

PROJECTING SIGN:

- 8 square feet for a building with a linear frontage 40 feet or less; 12 square feet for a building with a linear frontage greater than 40 feet. Maximum sign thickness: 6". Maximum projection from building: 40". Decorative supporting arm required.
- One projecting sign and one wall sign is allowed on the main façade of a building. The total area of both signs may not exceed the code allowance for that façade. Where an awning with signage and a projecting sign are utilized, wall signage is not allowed on that particular façade.
- The top of a projecting sign may not be installed above the window sill of the second story or 18 feet above grate, whichever is less.

GROUND SIGNS/CABINET SIGNS/ELECTRONIC MESSAGE CENTER SIGNS

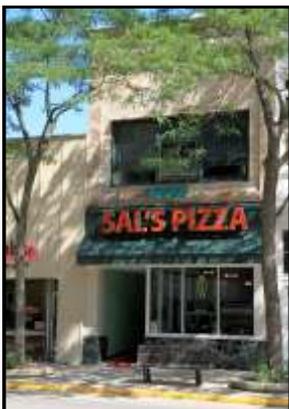
Proposed ground sign is subject to approval of Board of Appeals; ground signs are not permitted in the B-3 district.



Sign Outline



Sign Illumination from above.



Illuminated Sign

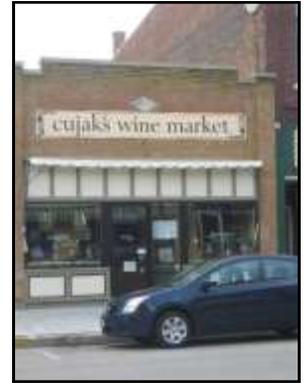
## Function and Purpose

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*

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**

The following elements apply to a building exterior that is visible to a public street and/or alley:

- **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.

**ARCHITECTURAL REVIEW STANDARDS**



CITY OF  
**Fond du Lac**  
**DOWNTOWN DESIGN REVIEW**

**PROJECT APPLICATION**

DATE SUBMITTED: JULY 29, 2013 DARB MEETING DATE: 08.06.2013

**PROJECT LOCATION:** 82. N. MAIN ST.

**BUSINESS NAME:** MOJO HAIR STUDIO

**APPLICANT INFORMATION**

**PROPERTY OWNER:** DANIELE & RON DOMENOSKY

ADDRESS: 82 N. MAIN ST.

EMAIL ADDRESS: mojohairstudio@yahoo.com

PHONE: (920) 539-3531

**PROJECT REPRESENTATIVE:** TOM MERKLE JOHN

ARCHITECT  ENGINEER  CONTRACTOR  OTHER

ADDRESS: 79 E DIVISION ST. ; FDL, WI 54935

EMAIL ADDRESS: TWM3ARCH@GMAIL.COM

PHONE: (920) 923.3163

**PROJECT INFORMATION**

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

**DESCRIPTION OF PROPOSED PROJECT:**

STORE FRONT REMODELING; REMOVE EXISTING BUMP-OUT  
SPRUE FRONT & SIGNAGE. PROVIDE NEW CONC WALK/RAMP, STEPS,  
HANDRAILING, GLASS WINDOWS, ENTRY DOORS & AWNING w/ LIGHTS.  
SIGNAGE PROPOSED ON AWNING & WINDOWS.

MOJO HAIR STUDIO – 82 NORTH MAIN STREET

EXISTING BUILDING FACADE



# MOJO HAIR STUDIO – 82 NORTH MAIN STREET

## EXISTING BUILDING FACADE



business logo



hair studio

CITY OF  
**Fond du Lac**  
**DOWNTOWN DESIGN REVIEW**

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

**DARB MEETING DATE:** August 6, 2013

**PROJECT NUMBER:** 2013-06

**PROJECT LOCATION:** 82 North Street

**BUSINESS NAME:** MoJo Hair Salon

**COMMUNITY DEVELOPMENT STAFF REVIEW:** Joellyn Dahlin, Principal Planner

**HISTORIC:** N/A

**PROJECT:** Storefront renovation, awning, window signage.

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 proposed changes to the building do not conflict with zoning code regulations.

**PROJECT COMPLIES WITH DOWNTOWN FOND DU LAC PARTNERSHIP**  
**DESIGN GUIDELINES**

Project requires determination of compliance with design guidelines.

# DOWNTOWN FOND DU LAC PARTNERSHIP DESIGN GUIDELINES

## STOREFRONT DESIGN



*Window Display*



*Recessed Entry*



*Recessed Entry*

A general rule for renovations is that the storefront should be designed to fit within the opening originally intended for it and not extend beyond.

The traditional storefront design theme, characterized by strong horizontal and vertical rhythms formed by building openings, columns, cornices, kick plates, sign bands, large display windows and transom windows should be employed for all new nonresidential buildings. 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.

Ornamentation that is inconsistent with the general design theme of downtown area must be avoided. Building facades should not be cluttered with brackets, wiring, meter boxes, antennae, gutters, downspouts and other similar appurtenances. Where essential to the building, appurtenances should be colored to blend with the building exterior.

If you wish to restore the original storefront, examine the façade - you may find evidence of its original appearance. Research can be invaluable - visit the local library or historical society for historic photos or postcards of your building; your building may have been depicted in an old newspaper advertisement. Ask previous owners if they have original building plans. Look for old maps or lithographs; they often include drawings of downtown buildings.

### Windows

The traditional storefront was composed almost entirely of windows. For very functional reasons, the storefront was designed to be as transparent as possible; this allowed a maximum of natural light into the typically narrow, otherwise windowless store space and relieved the closed-in feeling; it also gave the potential customer a good view into the store.

Many original storefronts also contain transoms above the display windows. When used in conjunction with white painted ceilings, transom windows permitted sunlight to penetrate deep inside the shop, helping to illuminate merchandise displays and giving a pleasing quality of light. In many buildings these windows have been covered, darkening the store's interior and changing the proportion of a composition of the storefront. Often, removing the covering material will reveal intact transom windows.

The intent of a transparent storefront is as valid today as it was in the past. For this reason, it is recommended that the design of storefronts, whether in new or existing building, consider the largest possible window area.

## STOREFRONT DESIGN

Page 9

- Windows and doors should be similar in size, proportion and alignment based on the architectural style of the building.
- First floor windows are required and must establish visibility and transparency along the street.
- Clear or slightly tinted glass should be used. Mirror glass, smoked glass or heavily tinted glass is not permitted.
- If all other efforts to maintain or repair a window have failed, consider replacing the entire window unit. In the long run, this may be the best and most economical alternative.
- Replacement windows and doors should, where possible fit into the original opening, minimizing the amount of blocking and/or filler panels.
- Original door and window openings and accenting features should be maintained where practical.
- Consider the window opening. Do not alter the existing opening to fit the new windows.
- Consider window material and color; try to be historically correct to the time period of the building façade.
- The number of glass panes and the profile of windows for size and shape should match the originals as closely as possible.
- Insulating storm windows can help conserve heat and energy, but they often look out of place on older facades. For this reason, consider installation on the inside of the window where they will not be seen. If storm windows are installed on the outside, the design should match the existing window in shape, number, color and size of panes.



*Display Window*



*Display Windows*



*Display Window*



Aluminum Door



Glass Panel Door



Secondary Door

## DOORS & ENTRYWAYS

### The Front Door

Tall and stately in proportion, and built of wood with a large glass panel, the traditional storefront door looked substantial yet inviting to the customer. Modern aluminum doors lack historic character. However, this type of door cannot always be considered inappropriate. Its simple appearance makes it unobtrusive. But if you want to enhance the personality of your store, you should consider other options.

- The front door should be compatible with the rest of your storefront. The door should reinforce the character of your building as well as beckon customers inside.
- If your storefront retains its original character, a traditional wood door with a glass panel (as tall as possible) will reinforce the building's design.
- Choose a door based on the total design of the storefront. If you choose the standard aluminum and glass door, consider a dark, anodized finish rather than a light, metallic color.
- Try to find a salvaged older door to refurbish or purchase a new door that fits the storefront's appearance.
- Consider the use of subtle decorations on the door. A handsome doorknob or pull, a brass kick plate or an attractive painted sign on the glass is enough to turn your door into something special.
- If the doors in your building are old but workable, you should certainly consider keeping them.
- If the doors are made of wood, maintenance is very important. Keep them clean and in good working order. Check the wood for problems. Are portions of the wood soft, cracked or split? Does the door have insect damage? Pay particular attention to the threshold, bottom rail and hinge rail. Is the weather-stripping in good repair? Does the door fit snugly in the frame, or is it too tight? Check the hardware. Are the locks, hinges and closer in working order? Remember, it is often less expensive to repair a door than replace it.
- The secondary door – typically giving access to upper floors – traditionally is slightly more modest in design and usually not recessed as deeply. If you choose to maintain a traditional storefront design, an old solid or glass-paneled wood door is most appropriate.
- The secondary door should be less prominent than the storefront door. The second front door should fit into the overall façade without drawing undue attention.

### Rear Entrances

The appearance of the back areas of buildings is important. A rear entrance is a potential benefit to a business by allowing direct entry from a parking lot into a building - customers don't need to walk around the block to reach a shop. If you do not have an attractive rear entrance to your business, but are considering making improvements, think about these issues:

- The rear entrance should be maintained and developed to support the overall appearance of the downtown and convenience of your customers.
- Like the storefront, the rear entry requires identification. It should be inviting and attractive. A glass panel in the back door is one way to open your store to potential customers. A small sign on or near the door is another way to identify your business.
- Dumpsters should be screened from view. Before constructing an enclosure, consult with the waste collection company to be sure that your design will not hamper their service. Also, contact the City Building Department to determine permit requirements for constructing a trash enclosure.



*Rear Entrance*

### Upper Façade and Building Cornice

The visual importance of the upper façade and building cornice is evident in their steady march down Main Street. The windows in the upper façades are very important because they create a repeated pattern that creates a unified appearance.

#### Cornices

Building cornices are often constructed of sheet metal applied over a wood frame, decorative wood molding, brick or stone.

- Sheet metal cornices should be painted regularly to prevent rust. Replacements for missing pieces can be fabricated. Be sure to check the wood support structure for rot or insect damage; if found, replace the deteriorated portions.
- Decorative molded wood cornices should also be painted regularly. Missing or damaged pieces can be duplicated by a local wood worker.
- If a projecting masonry (brick or stone) cornice has been destroyed during a previous remodeling, consider duplicating the original cornice design in another material.



*Upper Façade & Cornice*



*Façade & Cornice*

## STOREFRONT DESIGN



*Complementary Paint Colors*



*Complementary Paint Colors*



*Screened Mechanics*

### Paint Color

The color of a building, window trim or door is, to some extent, a personal decision. It is an expression of yourself and your commercial establishment. However, there are other issues to consider. The following guidelines can help you decide what colors to use on your building.

- Look at your building in the context of the entire block or downtown. The color of your building can affect the overall character of a street.
- Traditionally, building trim was painted as decoration, often in a contrasting shade lighter or darker than the primary building color. This paint treatment defined the trim, but it was not so overpowering that the trim colors dominated the building.
- Aluminum frames have frequently replaced traditional wood doors and windows. The shine and metallic color of aluminum does not complement historic buildings, therefore, paint it a more neutral color or choose darker, anodized frames.
- Paint color should be used to tie together all building elements, including the cornice, upper facade, windows, storefront and doors. To do this, limit the number of colors you use; in most cases, choose no more than three colors, and select complementary colors.
- Building color should be non-reflective and relate to existing neighborhood patterns. High intensity, florescent, day glow and/or neon, and metallic colors are discouraged; where such colors constitute a component of a standardized corporate theme or identity, muted versions of colors should be used.

### Metering and Mechanicals

Metering and mechanicals are elements of utility service and mechanical heating, cooling and ventilation systems that are foreign to the architecture (transformers, gas and electric meters, rooftop units, etc.). Utility service boxes, cables, conduits, vents, turbines, flues, chillers and fans, telecommunication devices, trash/recycling storage receptacles should be screened from public view by incorporating the following design standards:

- Locate mechanical equipment and service areas at the rear of the building, along an alley façade or on the building rooftop;
- Screen mechanical equipment and service areas using architectural partitions or walls, screening devices and/or landscaping; and
- Locate rooftop mechanical equipment a sufficient distance from the building edge to screen the equipment from view of adjacent streets.

An awning or canopy can be both a decorative and a functional addition to a storefront. It serves as an energy saver by regulating the amount of sunlight that enters the windows. Shaded by an awning or canopy, shoppers are enticed to stop, look and step inside.

As a visual element, an awning or canopy can add character and interest to your storefront. You should think about how it will appear in relation to the scale of your building. Awning and canopy size, color and placement should complement the architectural character of a building. How will it affect existing architectural features? Will it overpower the proportion of your windows and facade? Look at neighboring buildings and imagine what impact the addition of an awning or canopy will have on the character of the streetscape. Internal illumination or backlighting is discouraged.

Awnings and canopies should be the same type and style for a single building or property and utilize the same mounting characteristics. Awnings on a single building should have a consistent horizontal alignment across the front of the entire building, unless the slope of a pedestrian walk or ground requires a horizontal stagger.

Awnings can be constructed from a variety of materials. Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installations should be used. Canvas is traditionally popular. Modern canvas materials are available in many colors and are very durable. Vinyl awnings are often very shiny and therefore inappropriate for many downtown buildings. Canopies are usually constructed of metal. When considering a color for your awning or canopy, look at the entire building. Select an awning or canopy color that enhances the features of the building features. Awning patterns are important too. Plain and simple, striped or bold solid - what image do you want to convey?

An awning or canopy requires a permit approved by the City of Fond du Lac. Consult with City officials for regulations for minimum clearance from sidewalks, etc. Awnings and canopies have long been used to display the names of businesses. If you choose to include a business name or logo on your awning or canopy, keep the text simple.



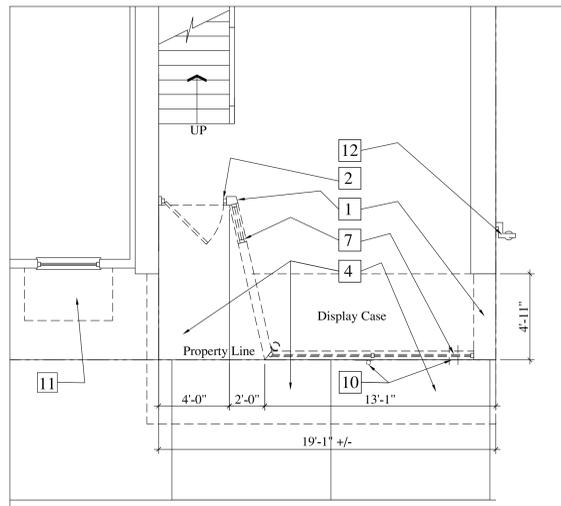
*Striped Awning*



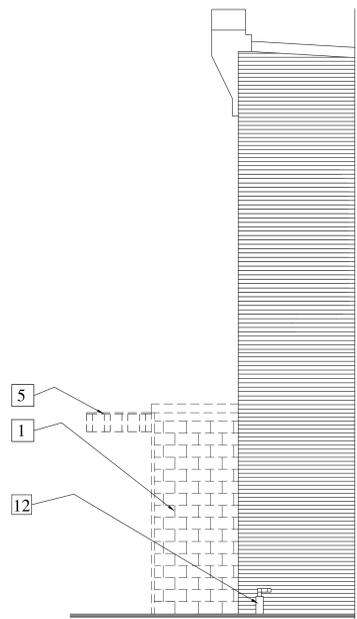
*Striped Awning*



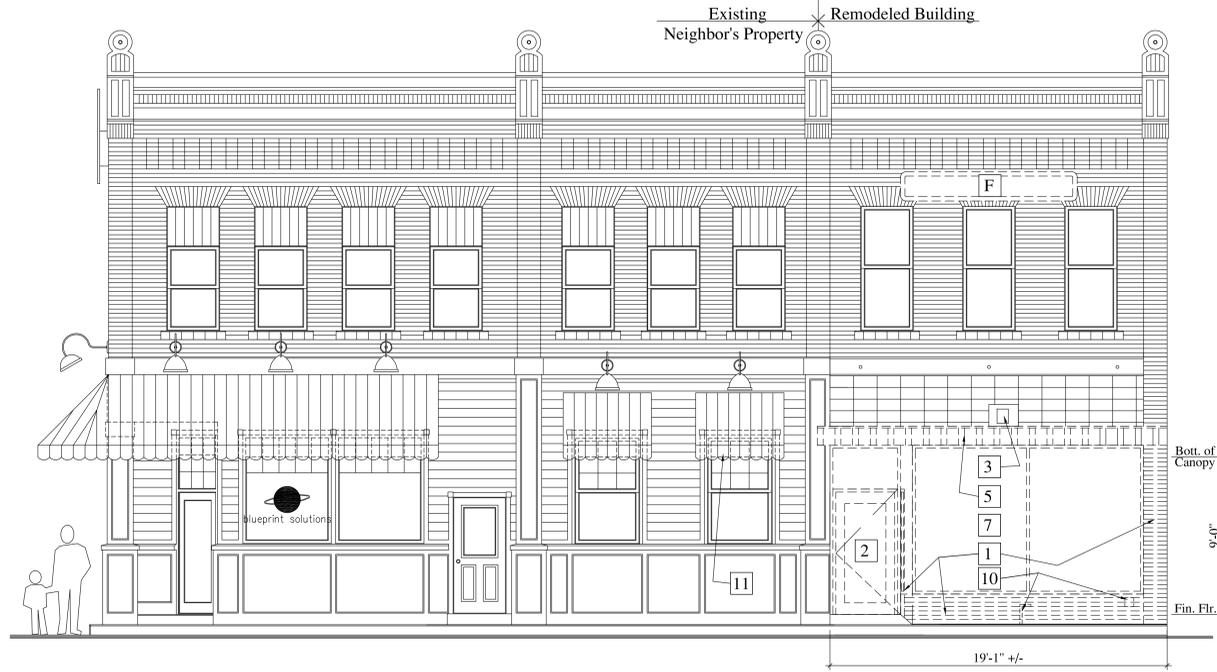
*Canopy*



North Main Street  
**Demolition/Existing Floor Plan**  
 Scale: 1/4"=1'-0"



**Demolition/Existing North Elevation**  
 Scale: 1/4"=1'-0"



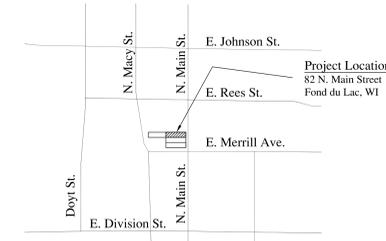
**Demolition/Existing East Elevation**  
 Scale: 1/4"=1'-0"

**Demolition Key Notes**

- 1 Existing Wall to be Removed. Prep for New Construction.
- 2 Existing Existing Door & Frame to be Removed. Prep for New Construction.
- 3 Existing Light Fixture to be Removed. Prep for New Construction.
- 4 Existing Concrete Sidewalk/Ramp to be Removed. Prep for New Construction.
- 5 Existing Canopy Removed. Prep for New Construction.
- 6 Existing Sign Removed. Prep for New Construction.
- 7 Existing Window to be Removed. Prep for New Construction.
- 8 Existing Plumbing to be Removed. Prep for New Construction.
- 9 Existing Cabinets to be Removed. Prep for New Construction.
- 10 Existing Gas Pipe & Fill Pipe to be Removed. Prep for New Construction.
- 11 Awning to Remain
- 12 Sump Pump Discharge Pipe to Remain.

**New Construction Notes**

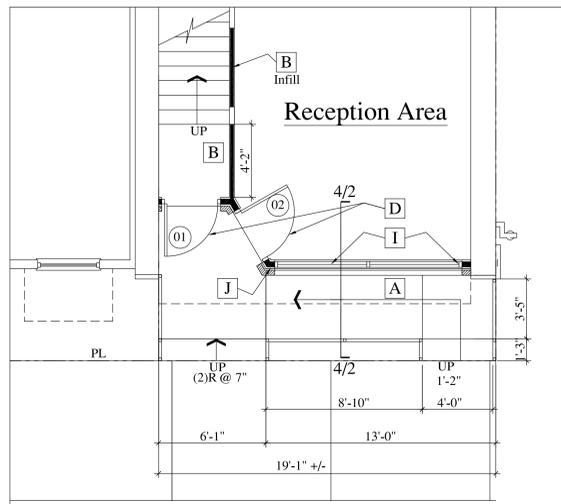
- A New 4" Thick Concrete Ramp on 6"(Min) Comp. Gran. Fill on Gravel Base with 1 1/2" Ø Pipe Railing (3'-6"H)
- B New 2x4 Wood Stud Wall @ 16" O.C. w/ 5/8" Gypsum Board Each Side; Fill Void w/Batt Insulation; Extend Full Height or as Noted.
- C New Light Fixture
- D 3'-0"x 7'-0" Insulated Glass, Clad Wood Doors w/ Wood Frames
- E New Exterior Wood Paneling To Match Existing
- F New Fabric Awning on 1" Tube Frame.
- G New Plumbing Fixtures; ADA. See Detail 3/2.
- H Remove Existing Drywall & Framing to Expose Brick Wall
- I New Clad; Wood Framed Window w/ Insulated Glass
- J 4" Brick Veneer, 1" Air Space, Brick Ties, 5/8" Exterior Grade Plywood Sheathing, 2"x 6" Wood Stud Wall @ 16" O.C.; Fill Void w/ Batt Insulation, Vapor Barrier, 5/8" Gyp Bd.
- K 8" Cast-in-Place Concrete Foundation Wall w/(2) #4's T&B
- L 8" x 1'-8" Cast-in-place Concrete Footing w/(2) #6's Continuous & #4 Dowels @ 4'-0" O.C. Max.
- M Patch / Repair Sign Holes
- N New Slop Sink



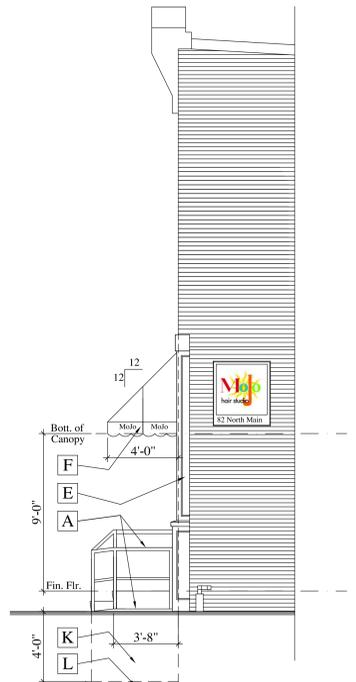
**Site Location Map**  
 Scale: N.T.S.

**Sheet Index**

- 1. Demolition/Existing Elevations, New Elevations, Demolition/Existing Partial Floor Plans, New Partial Floor Plans, Site Location Map, Notes
- 2. Demolition/Existing Floor Plan, New Floor Plan, Wall Section, Door Frame Elevations, Door Elevations, Toilet Accessory Heights, Toilet Floor Plan, Toilet Elevations, Lavatory Section, Stair Section and Ramp Sections, Window Frame Elevations, Door and Frame Schedule, Notes



North Main Street  
**New Reception Area Floor Plan**  
 Scale: 1/4"=1'-0"

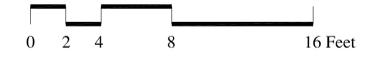


**New North Elevation**  
 Scale: 1/4"=1'-0"



**New East Elevation**  
 Scale: 1/4"=1'-0"

**NOTE:**  
 Field verify any & all dimension, materials and finishes with the Owner prior to any and all work.



07.29.2013

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 Fond du Lac, WI

2013.34  
 1 of 2

