

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

October 1, 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. September 3, 2013

III. REPORTS OF OFFICERS

- A. Project Address: 63 North Main Street
Applicant: John Papenheim o/b/o *What-Not Shoppe*
Project Description: Install new wall signs.
- B. Project Address: 15 North Main Street
Applicant: Tom Leu o/b/o *JJC Interiors*
Project Description: Front façade improvements, repair existing awning & add sign band valance. Apply metal skin to rear/alley façade.

IV. ADJOURN

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

September 3, 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: - Terrence Gaffney
Tom Meiklejohn, III
Steve Schoofs
Brent Schumacher
Stan Ramaker

Absent: Scott Draves excused
Sam Meyer excused

Administrative Staff - Dyann Benson, Redevel Planner

Chairperson Meiklejohn declared a quorum present.

APPROVAL OF MINUTES

August 6, 2013

Motion made by Schumacher to approve the minutes of the regular meeting of the August 6, 2013 Downtown Architectural Review Board as presented.

Seconded by Ramaker.

ROLL CALL VOTE: Aye - Gaffney, Meiklejohn,
Ramaker, Schoofs,
Schumacher

Nay - None

Carried.

REPORTS OF OFFICERS

Project Address: 78 North Main Street

Applicant: Scott Draves d/b/a/ *Blueprint Solutions*

Project Description: Repaint exterior wood siding & trim;
replace fabric awnings.

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

PROJECT APPLICATION

DATE SUBMITTED: 9.11.13 DARB MEETING DATE: 10.1.13

PROJECT LOCATION: 63 N Main

BUSINESS NAME: What-Not Shoppe

APPLICANT INFORMATION

PROPERTY OWNER: John Papenheim- Also contractor on this project
(see below)
ADDRESS: _____

EMAIL ADDRESS: _____

PHONE: (_____) _____

PROJECT REPRESENTATIVE: Papenheim's SignCrafters
____ARCHITECT ____ENGINEER XCONTRACTOR ____OTHER

ADDRESS: 15 5th Street

EMAIL ADDRESS: john@psigncrafters.com

PHONE: (_____) 920-923-4437

PROJECT INFORMATION

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

DESCRIPTION OF PROPOSED PROJECT:

New tenant at building. Remove Fond du Lac Seafood plywood Signs,
install new dimensional letter sign with new business name.
Dimensional letters are 3/4" plastic, CNC cut. They are like the letters on the
Haven Hair Salon on S. Main. There is a graphic on this sign, made of the
same plastic. Hidden Treasure is a 1/2" plywood panel that stands off the wall 1/4".



Before



After

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

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

DARB MEETING DATE: October 1, 2013

PROJECT NUMBER: 2013-08

PROJECT LOCATION: 63 N Main Street

BUSINESS NAME: What-Not Shoppe

COMMUNITY DEVELOPMENT STAFF REVIEW: Joellyn Dahlin, Principal Planner

HISTORIC: N/A

PROJECT: Wall 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 signage complies with zoning code regulations.

PROJECT COMPLIES WITH DOWNTOWN FOND DU LAC PARTNERSHIP
DESIGN GUIDELINES

To be determined by Downtown Architectural Review Board.

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.

SIGNAGE

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:

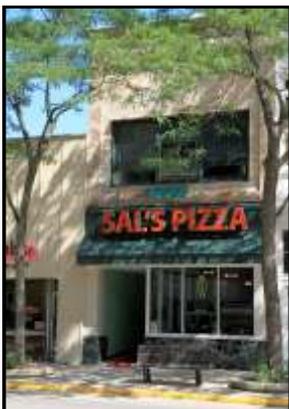
- Wall sign design should take into consideration the age and architecture of the building. Simple, dimensional letters mounted in the sign panel area were popular **on buildings built around 1900. Look at the building's architectural features and try to mimic some of those features in the shape or design 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.



Sign Outline



Sign Illumination from above.



Illuminated Sign

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

PROJECT APPLICATION

DATE SUBMITTED: 9-13-13 DARB MEETING DATE: 10-1-13

PROJECT LOCATION: 15 NORTH MAIN STREET

BUSINESS NAME: JJC INTERIORS LLC 15 NORTH DESIGN CT

APPLICANT INFORMATION

PROPERTY OWNER: AXEL WENDBERGER
ADDRESS: P/O Box 1561 FdL 949376-1561
EMAIL ADDRESS: CUSTOMERSERVICE@AMGSIESTONE.COM
PHONE: (920) 375-0049

PROJECT REPRESENTATIVE: THOMAS LEU
 ARCHITECT ENGINEER CONTRACTOR OTHER DESIGNER
ADDRESS: 236 DOTY STREET
EMAIL ADDRESS: tl@design@charter.net
PHONE: (920) 948 0310

PROJECT INFORMATION

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

DESCRIPTION OF PROPOSED PROJECT:

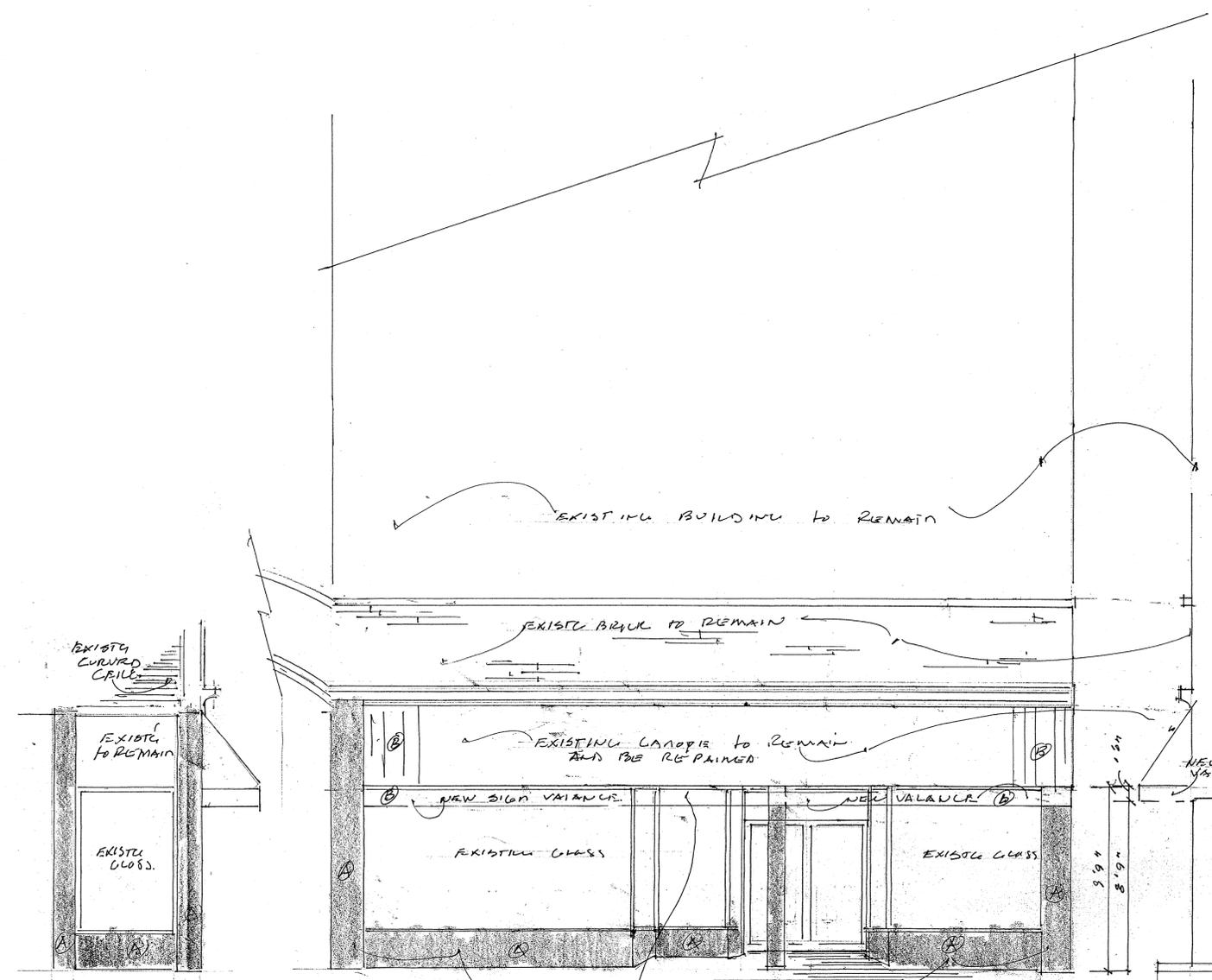
RECOVER EXISTING EXTERIOR SURFACES ON THE FRONT AND REAR OF BUILDING. PROVIDE NEW SIGNAGE; REPAIR EXISTING AWNING AND PROVIDE A NEW ATTACHED 1' VALANCE.

9/10/13

1/1

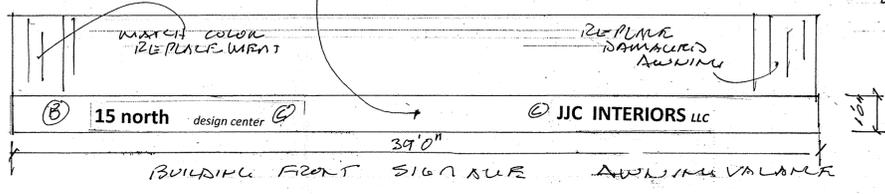
MULTI-RENOVATIONS TO 15 NORTH MAIN STREET
FOND DU LAC, WI

thomas lewedesign 448-0310

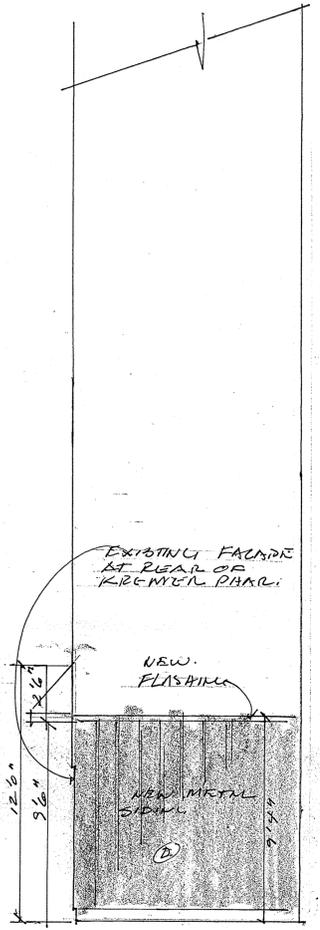


(NORTH VIEW)

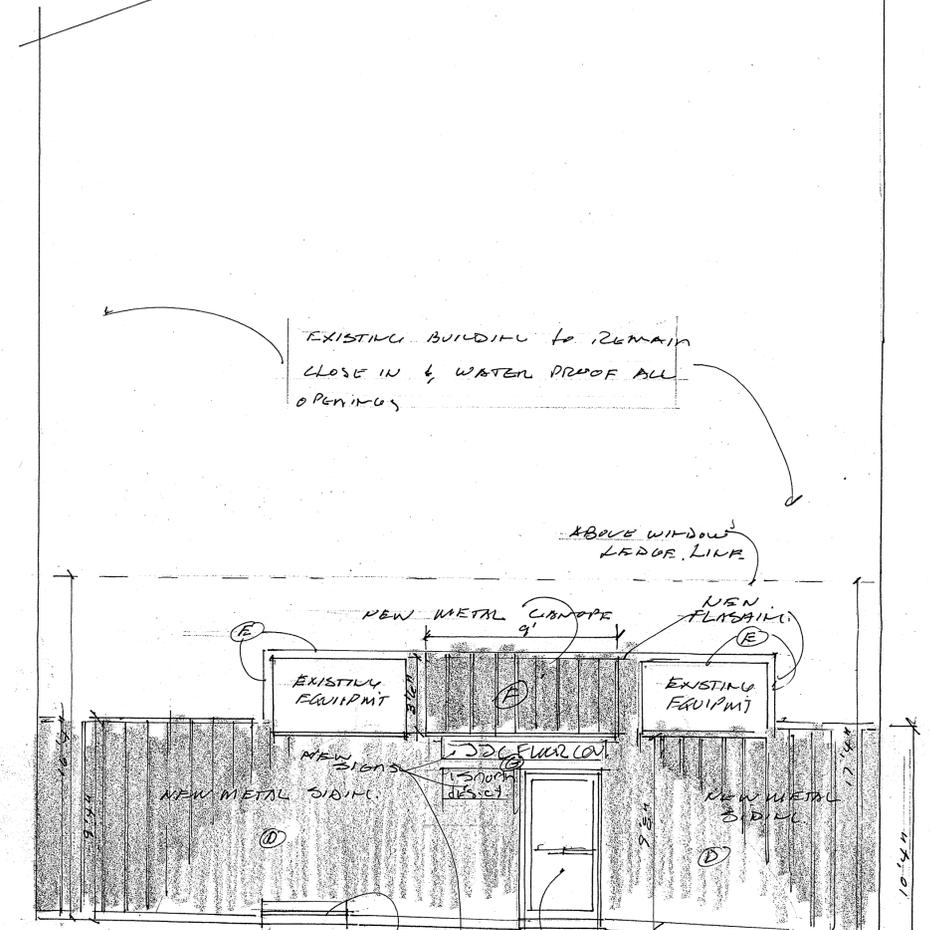
(EAST VIEW)



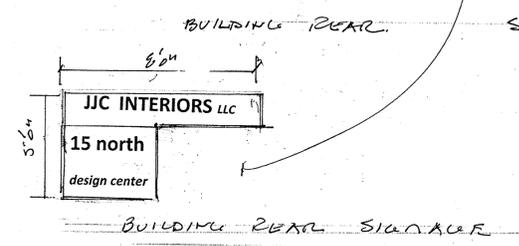
- Ⓐ COVER EXISTING BUILDING SURFACE WITH QUARTZ PRODUCT.
- Ⓑ PROVIDE NEW AWNING VALANCE WITH SIGNAGE. REPAIR EXISTING AWNING.
- Ⓒ PROVIDE SIGNAGE



(SOUTH VIEW)



(WEST VIEW)



BUILDING REAR SIGNAGE

- Ⓓ BUILD OUT EXISTING MASONRY WALL AND RECOVER WITH VERTICAL METAL SIDING
- Ⓔ PROVIDE FLASHINGS
- Ⓕ PROVIDE A CANOPE 9'x3'6" PROJECTING 4'0"
- Ⓖ PROVIDE SIGNAGE



EXISTING FRONT

15 NORTH MAIN – PROPOSED ALTERATIONS

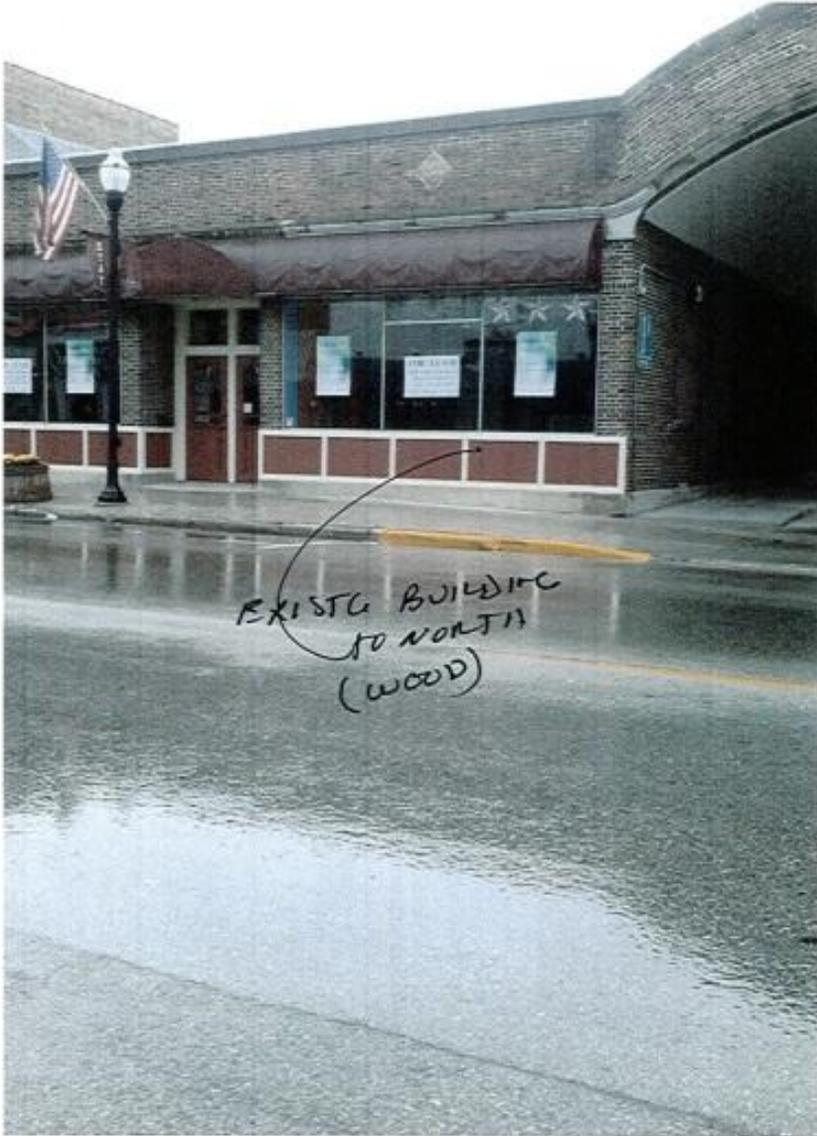


NEW VALANCE
SIGNATURE

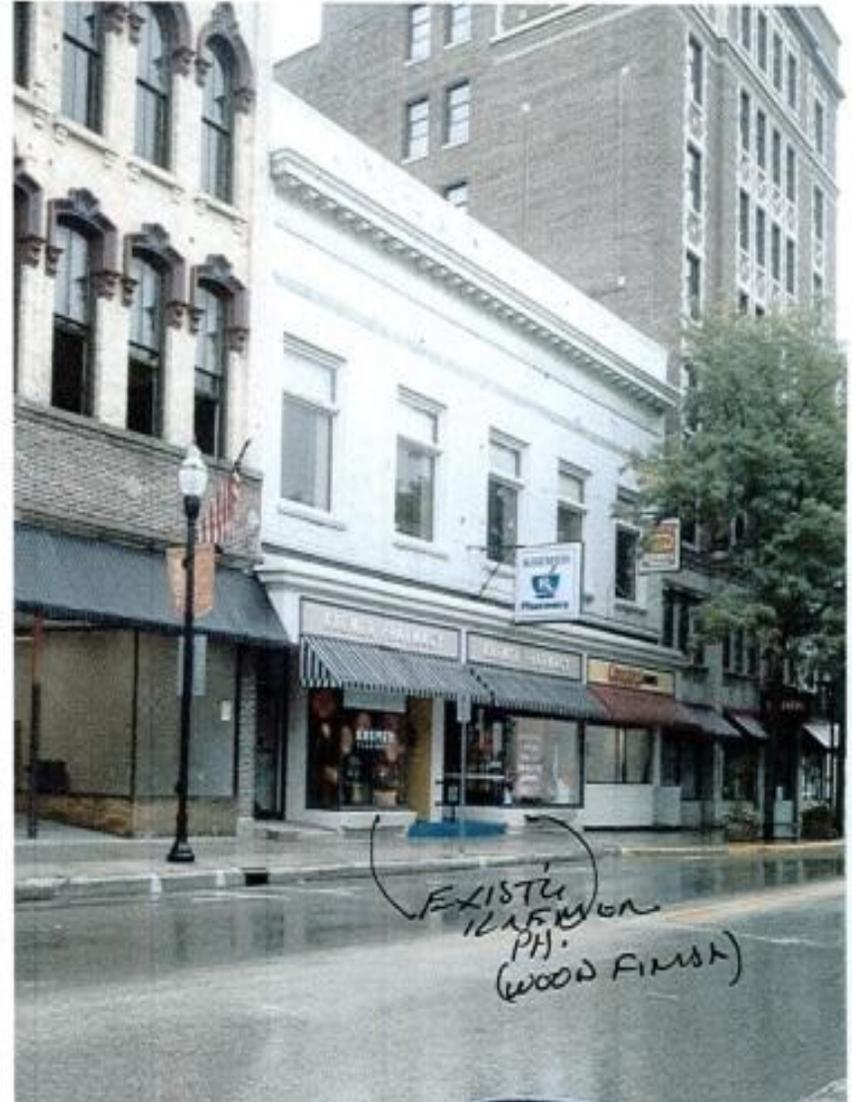
COVER WITH
QUARTZ

EXISTING FRONT.

15 NORTH MAIN – ADJACENT PROPERTIES



ADJACENT PROPERTY TO NORTH



ADJACENT PROPERTY TO SOUTH

15 NORTH MAIN – EXISTING BUILDING (REAR/ALLEY)



EXISTING REAR

15 NORTH MAIN – EXISTING BUILDING (REAR/ALLEY)



EXISTING REAR

15 NORTH MAIN – ADJACENT PROPERTIES (REAR/ALLEY)



EXISTING BUILDING TO NORTH
WITH METAL SIDING

ADJACENT PROPERTY TO NORTH



EXISTING REAR FINISH AT
CREMONA PH.

ADJACENT PROPERTY TO SOUTH

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

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

DARB MEETING DATE: October 1, 2013

PROJECT NUMBER: 2013-09

PROJECT LOCATION: 15 North Street

BUSINESS NAME: JJC Interiors

COMMUNITY DEVELOPMENT STAFF REVIEW: Joellyn Dahlin, Principal Planner

HISTORIC: N/A

PROJECT: Storefront renovation, repair awning, add sign band/valance to existing awning.
Apply metal wall cover to the exterior of the rear of the building (1st floor).

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 signage complies with zoning code regulations.

The proposed change to the rear of the building does not conflict with zoning code regulations; the rear of the building is not exposed to view from a public street and is opposite a City parking garage. The proposed metal material is similar to existing metal coverings for adjacent buildings along the alley.

PROJECT COMPLIES WITH DOWNTOWN FOND DU LAC PARTNERSHIP
DESIGN GUIDELINES

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 - **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.
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STOREFRONT DESIGN

Building Materials

The choice of materials can be critical to the overall success of your building design. Again, take a cue from the traditional storefront, whose simple and unobtrusive materials emphasized display windows and the entry door. Today, many remodeled storefronts are made of materials that look out of place in the downtown because of color, texture or a combination of the two. Not only do they clash with traditional commercial building facades, often they are unattractive designs for any building.

As significant as materials is the way the materials are used. It is common to see a renovated facade that appears sloppy and disorganized because the materials have been carelessly applied. Haphazard combinations can destroy an otherwise pleasing design.

Primary exterior building materials should be similar and/or complementary to existing structures within the immediate area and the downtown area as a whole. Building materials should consider the facades of the structure and an adjoining structure to provide a suitable transition between facades. Where a side and/or rear elevation is not exposed to view from a public street, a combination of primary and secondary materials may be used.

Acceptable materials include glass, brick, ceramic tile, terra cotta, cultured stone, cut stone, carved stone, stucco, EIFS, wood, decorative concrete block. Stone or brick facing should be of relatively even coloration and consistent size. The use of non-decorative exposed concrete block, pre-engineered metal building systems, and sheet metal is discouraged. The use of plywood or Oriented Strand Board (OSB) or similar materials is prohibited. Metal roofs, decorative metal and metal accent components may be considered. Other building materials may be considered when appropriate to a property and the downtown as a whole.



Brick & Terra Cotta

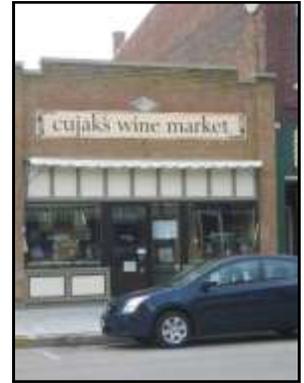


Stucco



Decorative Stone

- 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