

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

November 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. October 7, 2014

III. REPORTS OF OFFICERS

- A. Project Address: 117 South Main Street
Applicant: Julie Day-Willey
d/b/a *Main Street Fashion*
Project Description: Install New Wall Sign

IV. ADJOURN

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

October 7, 2014
12:02 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
Tom Meiklejohn, III

Absent: - Steve Schoofs (excused)
Brent Schumacher (excused)
Sam Meyer (excused)
Stan Ramaker (excused)

Administrative Staff: - Joellyn Dahlin, Principal Planner

Chairperson Gaffney declared a quorum present.

APPROVAL OF MINUTES

August 5, 2014

Motion made by Draves to approve the minutes of the regular meeting of the August 5, 2014 Downtown Architectural Review Board as presented.

Seconded by Meiklejohn.

ROLL CALL VOTE: Aye - Draves, Gaffney, Meiklejohn
Nay - None

Carried.

REPORTS OF OFFICERS

Project Address: 90 South Main Street

Applicant: Steve Awve

Project Description: Main Façade Remodel

Appeared in Support:

Amy Hansen, (Downtown Fond du Lac Partnership), 90 S Main St., Fond du Lac

It was noted that the applicant, Steve Awve, was not in attendance at the meeting and was not available to present the project and/or answer questions.

Motion made by Meiklejohn to approve the project as presented with the following conditions.

Conditions of approval shall include:

1. Knee wall height shall not exceed the code requirement for tempered glass.
2. Window and door height shall match existing (measured to the top of glass).
3. Sheet metal panels above the windows shall be smooth texture. Color shall be earth tone to complement the building.
4. Building/tenant signage shall be limited to individual non-illuminated letters.
5. Architectural drawings shall be provided as part of the building permit submittal, to be reviewed and approved by the Community Development Department prior to the issuance of building permits and prior to the start of work.

Seconded by Draves.

ROLL CALL VOTE: Aye - Draves, Gaffney, Meiklejohn
 Nay - None

Carried.

ADJOURN

Motion made by Meiklejohn to adjourn.

Seconded by Draves.

ROLL CALL VOTE: Aye - Draves, Gaffney, Meiklejohn
 Nay - None

Carried.

Meeting adjourned at 12:38 p.m.

MARGARET HEFTER
CITY CLERK

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

PROJECT APPLICATION

DATE SUBMITTED: 10-22-14 DARB MEETING DATE: 11.4.17

PROJECT LOCATION: 117 S. Main Street

BUSINESS NAME: Main Street Fashion Julie Day-Willey

APPLICANT INFORMATION

PROPERTY OWNER: Tony O'Malley

ADDRESS: 115 S. Main St

EMAIL ADDRESS: 

PHONE: (920) 

PROJECT REPRESENTATIVE: Tony O'Malley

ARCHITECT ENGINEER CONTRACTOR OTHER owner of property

ADDRESS: _____

EMAIL ADDRESS: _____

PHONE: (____) _____

PROJECT INFORMATION

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

DESCRIPTION OF PROPOSED PROJECT: (sent email)
White sign, purple letters - Main Street Fashion

117 S MAIN STREET – MAIN STREET FASHION





Main Street Fashion
Women's Consignment Store



Main Street Fashion
Women's Consignment Store



Main Street Fashion
Women's Consignment Store



Main Street Fashion
Women's Consignment Store

finished sign: 24 x 96 x 1/8 WHITE alupanel
3M high performance lettering/graphics

(1) 24 x 96 cutoff: \$96

lettering/graphics for 24 x 96 area - single sided: \$96

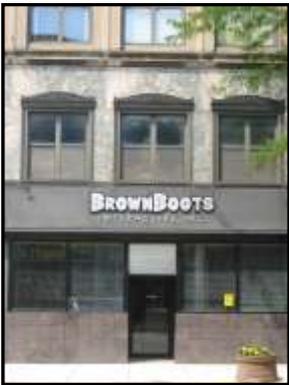
SIGNAGE

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

downtown architectural review board

Date: October 27, 2014
To: Downtown Architectural Review Board
From: Joellyn Dahlin, Principal Planner
Subject: 117 South Main Street – Project Review (*Main Street Fashion*)

Proposal: New Wall Sign
Applicant/Business: Julie Day-Willey dba *Main Street Fashion*
Historic Status: Contributing Property - South Main Street Historic District
(South Main Street Historic District is a national district; historic review of changes to the subject building is not required.)

NOTE: The project application is incomplete.

The Downtown Design project application package lists specific information required for an appropriate review by the Downtown Architectural Review Board. The project application for the subject proposal was incomplete at the time of submittal. Additional information was requested by Community Development staff, but has not been provided.

The exact location of the proposed sign on the building is not provided. The linear dimension of the building frontage is not provided; this is required to determine that the proposed sign complies with zoning regulations for size. Four lettering illustrations are presented; although not specified on the drawing, the applicant told staff she prefers Option No. 2. It is not known if illumination of the sign is planned.

The sign proposal was reviewed only for design elements to determine compliance with design standards of the zoning code and the Downtown Fond du Lac Partnership Design Guidelines.

Project Analysis

Main Street Fashion is a consignment store new to the downtown. The business is located at 117 South Main Street, the former home of *As You Wish*. The new business is one of several tenants of 113-115-117 South Main Street. The building has three storefronts on the ground level; a separate street-level entry provides access to second and third floor tenant spaces.

The ground level of the building was recently repainted. The new paint – a creamy buff color – refreshed the building without changing its appearance. The upper stories are a darker hue of the first floor color. Exterior doors are vibrant blue; building trim and architectural embellishments are dark brown. The canvas fabric of four awnings was removed when the building was repainted. The four awnings were the same color and pattern – brown/blue/cream stripes. The awning frames remain intact and presumably the canvas will be replaced. Although not part of this proposal, a uniform color and design of awning fabric would be required for compliance with design standards.

The proposed sign is a rectangular aluminum panel that features a white background and purple lettering. Unless the new awning coverings will be purple and white, it is unlikely that a purple and white sign will provide a pleasing complement to the building.

The four versions of the sign presented by the applicant offer various font styles and decorative embellishments. The text identifies the name of the business (*Main Street Fashion*) and the type of business (*Women's Consignment Store*). The inclusion of *Women's Consignment Store* is unnecessary, it clutters the sign, and is contrary to the function and purpose of signage described in the *Downtown Fond du Lac Partnership Design Guidelines* i.e., an appropriate downtown sign merely announces the business name.

Setting aside the issues of text, color, and font style, the *type* of sign as related to the building and to other signage on the building is the most important issue. Downtown design guidelines suggest a new sign should be similar to and complement all other signage for a particular building. Existing signage for the subject building is non-illuminated individual letters that identify various tenants. This does not mean the same font and letter size should be copied, it means that individual lettering should be used and an aluminum panel is not appropriate. The proposed aluminum sign does not

consider existing signage and therefore conflicts with the intent of adopted design standards and guidelines.

Findings

The Downtown Design Overlay District is intended to:

- Preserve and restore unique and historic buildings;
- Ensure the coordinated design of new buildings and changes to existing buildings;
- Minimize adverse impacts on adjacent properties from buildings that may detract from the character and appearance of the district;
- Aid in improving the overall economic vitality of the district.

Recommendation

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.

The Downtown Architectural Review Board must determine if the proposed project complies with the intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Community Development staff recommends DENIAL of the proposed wall sign, based on the following findings:

1. The proposal is an incomplete submittal and lacks adequate information for action by the Downtown Architectural Review Board.
2. A determination of appropriate sign color cannot be made without color details of replacement awnings.
3. The proposed aluminum sign is contrary to the design/type of existing wall signage.
4. The proposed wall sign conflicts with the intent of the Zoning Code Design Guidelines and the Downtown Fond du Lac Partnership Guidelines for sign type, design and intent.