

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

December 1, 2015
12:00 PM

Meeting Room D
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

I. CALL TO ORDER

- A. Attendance
- B. Declaration Quorum Present

II. APPROVAL OF MINUTES

November 3, 2015

III. ACTIONS

- A. 66 South Main Street (*Wells Fargo Advisors*)
Project: Install new wall signage.
Project Representative: Stephen Franklin/Able Sign Co.
- B. 20 North Main Street (*The Hieptas Group*)
Project: Install vinyl decal covering on awning.
Project Representative: Lauren Herlache/Flyway Signs
- C. 30 South Main Street (*Agnesian Healthcare*)
Project: Install new wall signage.
Project Representative: Dan Nielsen/Flyway Signs
- D. 116 North Main Street (FCEDC)
Project: Remove cabinet signs and replace with new wall signs (north and east facades), add new wall sign (west façade).
Project Representative: Dan Nielsen/Flyway Signs
- E. 39 South Main Street (*KSF Accounting*)
Project: Remove cabinet signs, install projecting sign, new wall sign, and awning graphics.
Project Representative: John Papenheim/SignCrafters

IV. ADJOURN

“The City of Fond du Lac provides equal opportunities and services to all individuals, including those individuals with disabilities.”

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

November 3, 2015

12:00 P.M.

Meeting Room D
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

CALL TO ORDER

ROLL CALL: Present: Scott Draves
Howard Floeter
Jamie Molitor
Steve Schoofs

Absent: Deborah Doll
Stan Ramaker
Scott Stelmacher

Administrative Staff: Joellyn Dahlin, Principal Planner
Dyann Benson, Director of Community
Development

Chairperson Draves declared a quorum present.

APPROVAL OF MINUTES

August 4, 2015

Motion made by Molitor to approve the minutes of the regular meeting of the August 4, 2015 Downtown Architectural Review Board as presented.

Seconded by Schoofs.

ROLL CALL VOTE: Aye – Draves, Floeter, Molitor, Schoofs
Nay - None

Carried.

ACTIONS

69 South Main Street (*Knight Barry Title*)

Project: New wall signage.

Appearance:

John Papenheim, Project Representative, 15 5th Street

Motion made by Draves to approve the wall sign as proposed, based on findings that the sign complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Seconded by Molitor.

ROLL CALL VOTE: Aye – Draves, Floeter, Molitor, Schoofs
 Nay – None

Carried.

72 South Main Street (*Annie's Fountain City Café*)

Project: Exterior wall and trim paint.

Appearance:

Ann Culver, Project Applicant, 357 8th Street

Motion made by Molitor to approve exterior wall and trim paint, based on findings that the project complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines, and subject to the following conditions:

1. The existing paint (red) of the front façade may be repaired (touched up) as an interim measure prior to the application of new exterior paint.
2. The ground floor columns at the north and south ends of the building shall be painted a solid color (wall color).
3. An alternate subdued version of the wall color, to be approved by the Community Development Department, shall be used.

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

November 3, 2015

Page 3

Seconded by Schoofs.

ROLL CALL VOTE: Aye – Draves, Floeter, Molitor, Schoofs
Nay – None

Carried.

25 South Main Street (*M+A Design*)

Project: New projecting sign.

Appearance:

John Papenheim, Project Representative, 15 5th Street

Motion made by Schoofs to approve the projecting sign as proposed, based on findings that the sign complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Seconded by Molitor.

ROLL CALL VOTE: Aye – Draves, Floeter, Molitor, Schoofs
Nay – None

Carried.

Discussion of Downtown Architectural Board Review Process

General discussion.

ADJOURN

Motion made by Molitor to adjourn.

Seconded by Draves.

ROLL CALL VOTE: Aye – Draves, Floeter, Molitor, Schoofs
Nay – None

Carried.

Meeting adjourned at 12:55 p.m.

MARGARET HEFTER, CITY CLERK

MH/ke

DOWNTOWN DESIGN REVIEW



PROJECT LOCATION: 66 S. Main Street

BUSINESS NAME: WELLS FARGO ADVISORS

APPLICANT INFORMATION

- PROJECT REPRESENTATIVE BUSINESS OWNER PROPERTY OWNER

ADDRESS: W8246 N. Crystal Lake Rd., Beaver Dam, WI 53916

EMAIL: [REDACTED]

PHONE: [REDACTED]

PROPOSED PROJECT

- EXTERIOR PAINT
 ROOF
 WINDOWS (REPLACEMENT WINDOWS AND/OR NEW WINDOW OPENING)
 EXTERIOR DOORS (REPLACEMENT AND/OR NEW DOOR OPENING)
 SIGN(S)
 AWNING(S)
 EXTERIOR REPAIR/ALTERATION
 BUILDING ADDITION/EXPANSION
 NEW BUILDING

DESCRIPTION OF PROPOSED PROJECT

INSTALL 6" NON-LIT LETTERS READING "WELLS FARGO ADVISORS"
FLUSH TO BRICK WALL ON NORTHEAST CORNER OF BUILDING

Submit application package to the Community Development Office
(4th floor, City-County Government Center)

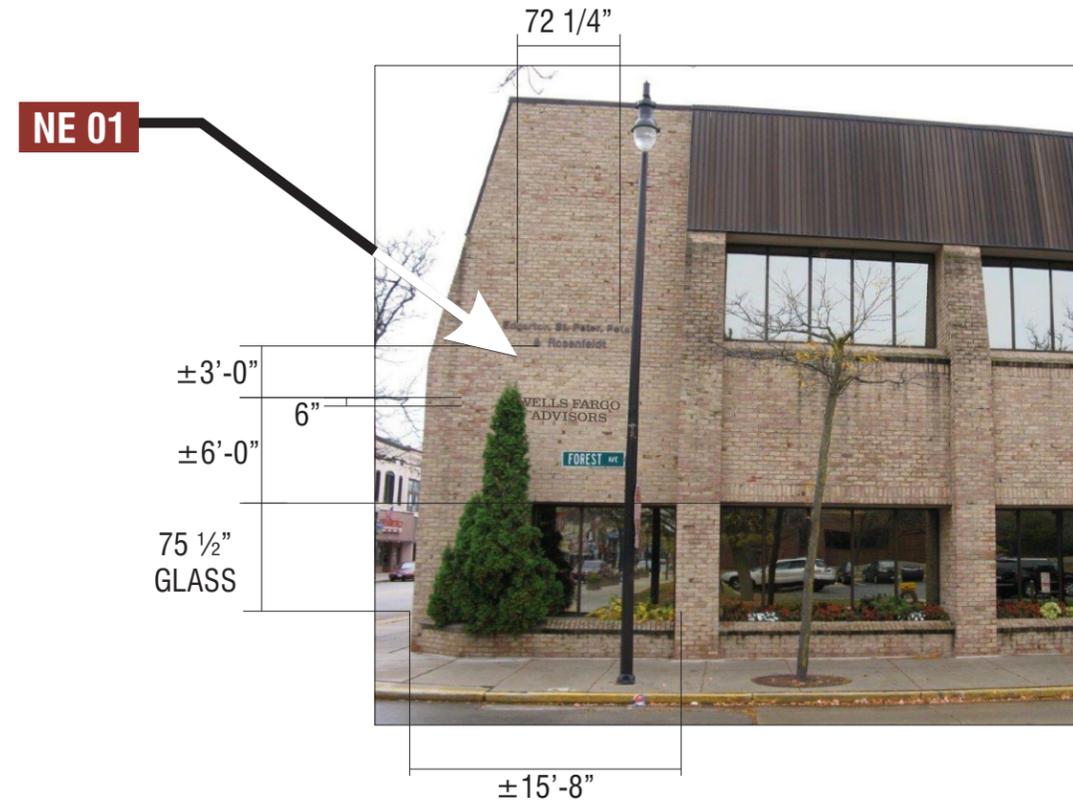
The submittal of a project application package via email is acceptable.
Please contact the Community Development office at (920) 322-3440 prior to submittal.
Electronic application submittals should be directed: jdahlin@fdl.wi.gov

R1: revised to relocate sign NE02 and to change to face-R channel letters sign NE01 and NE02 - 10/29/14
 R2: removed the "and" & handicap vinyl on both doors - 10/29/14 - cdg
 R3: revised to change E01 to holo-R, details from design NE02 and re number all signs - 10/31/14
 R4: revised to proposed two options for sign NE01 - 11/01/15
 R5: revised NE01 option 2 to change font and size - 11/02/15
 R6: revised to incorporate option 2 to NE02, change NE01 to gold finish and updated codegrid - 11/09/15
 R7: Revised to remove from brand book sign NE01, renumber all signs and updated new code grid dated 03-06-15 - 08/03/15
 R8: revised to relocate sign NE01 and NE03 installation location - 10/01/15
 R9: NE02 and NE03, official signs (vinyl) and details - 11/4/15
 R10: Remove NE02, and NE03 - 11/4/15



EXISTING ELEVATION

SCALE: 3/32" = 1'-0"



PROPOSED ELEVATION

SCALE: 3/32" = 1'-0"



Signtech™

4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 www.signtechUSA.com



Wells Fargo

Fond Du Lac Main
 66 South Main Street
 Fond Du Lac, WI. 54935

Date: 10/20/14
 Salesperson: Art Navarro
 Coordinator: Josh P. Lies
 Designer: O Lemus
 Scale: As Noted

Revisions

△	△
△	△
△	△
△	△
△	△

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature _____ Date _____

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Drawing Number: 14-01428

Work Order Number: 64888

Page Number: 4

R1: revised to relocate sign NE02 and to change to face-R channel letters sign NE01 and NE02 - 10/29/14
 R2: removed the "and" & handicap sign on both doors - 10/29/14 - add
 R3: revised to change EFT to halo-R, details from design NE02 and re number all signs - 10/31/14
 R4: revised to proposed two options for sign NE01 - 11/01/15
 R5: revised NE01 option 2 to change font and size - 11/01/15
 R6: revised to incorporate option 2 to NE02, change NE01 to gold finish and update copyright - 11/09/15
 R7: Revised to remove from brand book sign NE01, renumber all signs and updated new code grid dated 03-06-15 - 08/03/15
 R8: revised to relocate sign NE01 and NE03 installation location - 10/01/15
 R9: NE02 and NE03, official signs (vinyl) and details - 11/4/15
 R10: Remove NE02, and NE03 - 11/4/15



FRONT VIEW

SCALE: 3/4" = -1'-0"
 7.6 SQ. FT.

NE 01
SIGNTYPE CUT PLATE-6-ST

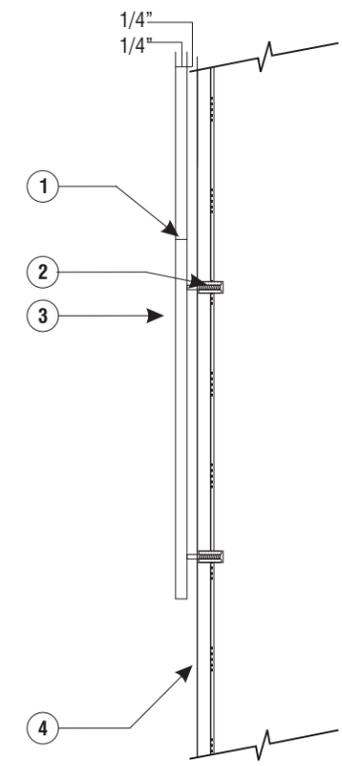
MANUFACTURE AND INSTALL ONE (1) SET OF NON-ILLUMINATED CUT PLATE LETTERS

PAINT

DARK BRONZE, CLEAR COAT SEMI GLOSS
 MATTHEWS PAINT Mp26048
 AKZO NOBEL SIGN91428

SPECIFICATIONS

- ① 1/4" ALUMINUM RETURNS
- ② WELDED STUDS
- ③ 1/4" ALUMINUM PLATE LETTERS
- ④ FASCIA MATERIAL - BRICKS



SECTION DETAIL



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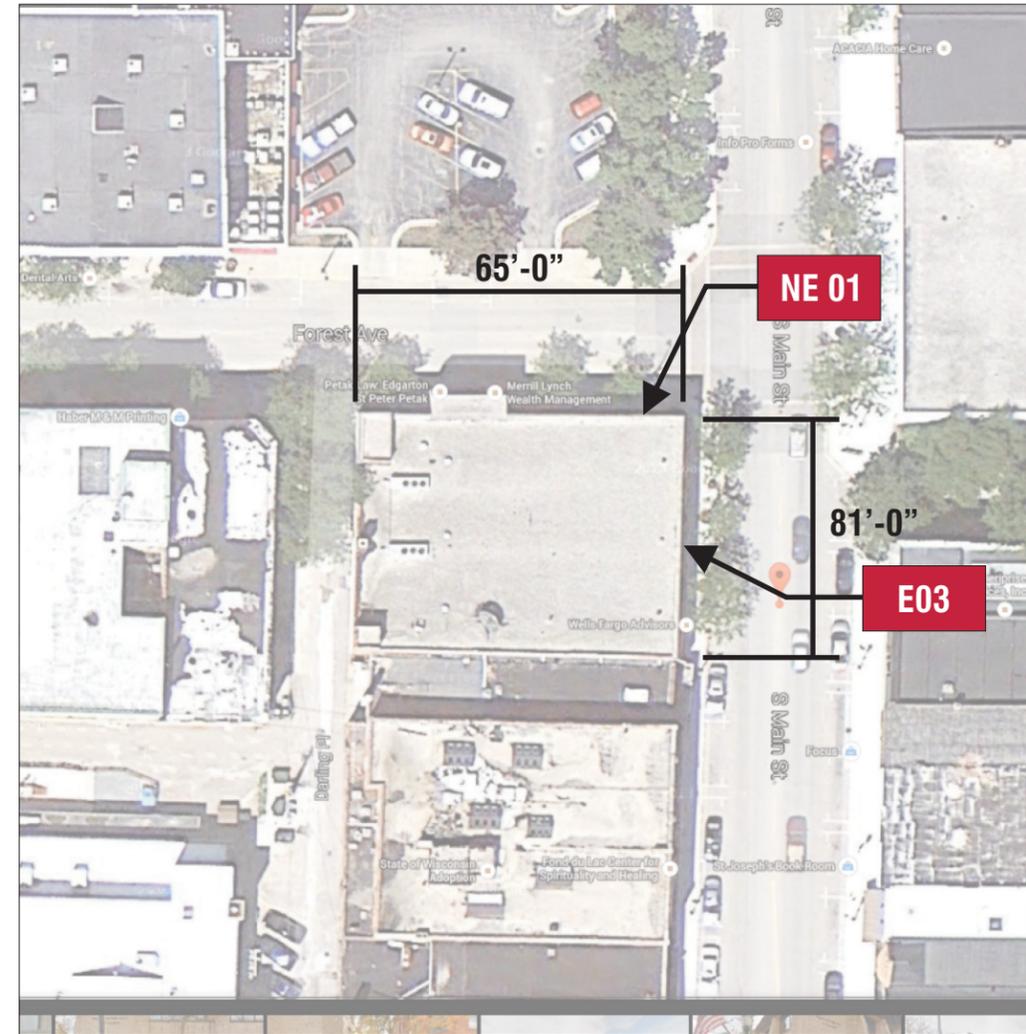
Work Order Number: 64888

Page Number: 5

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 R2: removed the "and" & handicap sign on both doors - 10/29/14 - added
 R3: revised to change E01 to halo-R, details from design NE02 and re number all signs - 10/31/14
 R4: revised to proposed two options for sign NE01 - 11/01/2015
 R5: revised NE01 option 2 to change font and size - 11/27/15
 R6: revised to incorporate option 2 to NE02, change NE01 to gold finish and update codegrid - 11/27/15
 R7: Revised to remove from brand book sign NE01, renumber all signs and submitted new code grid dated 12-08-15 - 08/03/15
 R8: revised to relocate sign NE01 and NE03 installation location - 10/05/15
 R9: NE02 and NE03, official signs vinyl and details - 11/14/15
 R10: Remove NE02, and NE03 - 11/14/15

EXTERIOR SITE PLAN

Sign	Existing Sign	SF	Recommended Sign	SF	Qty.
NE 01	NONE		CUT PLATE-6-ST	7.6	1
E02	INTERIOR WALL SIGN		LEAVE AS-IS		1
E03	WALL SIGN	5.64	LEAVE AS-IS		1
E04					
E05					



NE 01



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 66 South Main Street
 Fond Du Lac, WI. 54935

Date: 10/20/14
 Salesperson: Art Navarro
 Coordinator: Josh P. Lies
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 Scale: As Noted

Revisions

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COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location -
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

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Drawing Number: 14-01428

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 R3: revised to change E01 to hulu-R, details from design NE02 and re number all signs - 10/31/14
 R4: revised to proposed two options for sign NE01 - 11/01/15
 R5: revised NE01 option 2 to change text and size - 11/21/15
 R6: revised to incorporate option 2 to NE02, change NE01 to gold finish and update copyright - 11/24/15
 R7: Revised to remove from brand book sign NE01, renumber all signs and updated new code grid dated 10/06/15 - 11/02/15
 R8: revised to relocate sign NE01 and NE03 installation location - 10/06/15
 R9: NE02 and NE03, official signs vinyl and details - 11/4/15
 R10: Remove NE02, and NE03 - 11/4/15



E02 EXISTING INTERIOR WALL SIGN ELEVATION
 LEAVE AS-IS



E03 EXISTING EXTERIOR WALL SIGN ELEVATION
 LEAVE AS IS



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Drawing Number: 14-01428

Work Order Number: 64888

Page Number: 6

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: November 20, 2015
To: Downtown Architectural Review Board
From: Joellyn Dahlin, Principal Planner
Re: Project Review – 66 South Main Street (*Wells Fargo Advisors*)

Project Analysis

Proposal: Install 6” non-illuminated sign letters (north façade).
Historic Status: N/A
Design Review: The Downtown Architectural Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The subject property is located at the southwest corner of South Main Street and Forest Avenue. The building provides tenant space for multiple businesses.

Wells Fargo Advisors occupies ground level space of the building with frontage on South Main and on Forest Avenue. The principal entry to the business is on South Main Street. The business is currently identified with small wall signs on the South Main Street façade of the building. New signage is proposed on the north wall facing Forest Avenue.

The proposed signage consists of 6” non-illuminated aluminum plate letters. The new signage is compatible with existing signage for the principal tenant of the building.

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 Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The Downtown Architectural Review Board must consider the materials, colors and architecture of the building in approving suitable signage, and consider the purpose and intent of appropriate signage.

Reflective of the requirements of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Design Guidelines, Community Development staff recommends approval of the signage as proposed.

DOWNTOWN DESIGN REVIEW



PROJECT LOCATION: 20 N. Main St.

BUSINESS NAME: The Hietpas Group

APPLICANT INFORMATION

PROJECT REPRESENTATIVE BUSINESS OWNER PROPERTY OWNER

ADDRESS: N5528 Miranda Way

EMAIL: [REDACTED]

PHONE: [REDACTED]

PROPOSED PROJECT

- EXTERIOR PAINT
- ROOF
- WINDOWS (REPLACEMENT WINDOWS AND/OR NEW WINDOW OPENING)
- EXTERIOR DOORS (REPLACEMENT AND/OR NEW DOOR OPENING)
- SIGN(S)
- AWNING(S)
- EXTERIOR REPAIR/ALTERATION
- BUILDING ADDITION/EXPANSION
- NEW BUILDING

DESCRIPTION OF PROPOSED PROJECT

Cover the existing business name on the
awning with a vinyl decal.

Submit application package to the Community Development Office
(4th floor, City-County Government Center)

The submittal of a project application package via email is acceptable.
Please contact the Community Development office at (920) 322-3440 prior to submittal.
Electronic application submittals should be directed: jdahlin@fdl.wi.gov



中 CHINATOWN KITCHEN 城
SZECHUAN HUNAN & CANTONESE CUISINE
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TITLE & ABSTRACT CO.
• EST. 1892 •

Theo's

NORTH FORD DU LIE

The Hietpas Group

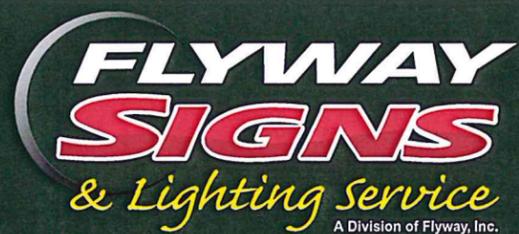
Awning Graphics

Option 1: Keep Awning and
Apply Cover Up Decal



APPROVED BY: _____
DATE: ____/____/2015

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921-7181
1-800-201-7553
Fax: (920) 921-8129 • e-mail: info@flywaysigns.com
N5528 Miranda Way, Fond du Lac, WI 54937
www.flywaysigns.com



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CUSTOMER REPRESENTATIVE: Lauren		CUSTOMER: The Hietpas Group	
DRAWN BY: Becca		DRWN DATE: 11.12.2015	DRWN REV#: 2
DRAWN FILE NAME: 39433 Layout Awning & Glass Graphics		SCALE: NTS	
PROJECT DESCRIPTION: Layout for approval			

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: November 20, 2015
To: Downtown Architectural Review Board
From: Joellyn Dahlin, Principal Planner
Re: Project Review – 20 North Main Street (*The Hietpas Group*)

Project Analysis

Proposal: Install vinyl decal cover on existing awning.

Historic Status: The property is contributing property in the North Main Historic District; the property does not retain a local historic designation. The North Main Street Historic District is a national district; historic review of the proposal is not required.

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

The subject property is the site of the former *Title & Abstract Company* on North Main Street. An awning is in place that spans the 25' frontage of the building. The awning includes sign lettering for the former business. Modification of the awning is proposed to identify the new occupant of the building, *The Hietpas Group*.

The application of a vinyl decal to cover the lettering of the former business is proposed. The decal is 4.5' high and 10.58' long. The proposed rectangular decal features a white background with green and grey lettering. The decal would cover approximately 40% of the frontage of the awning.

The proposed decal is comparable to a patch on the awning. This type of "quick-fix" is not desirable for any type of awning or sign and is contrary to the intent of design regulations of Downtown Fond du Lac. A desirable solution to provide signage for the new tenant would be replacement of the awning.

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 Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The Downtown Architectural Review Board must consider the materials, colors and architecture of the building in approving suitable signage, and consider the purpose and intent of appropriate signage.

Reflective of the requirements of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Design Guidelines, Community Development staff recommends denial of the proposed vinyl decal awning patch.

DOWNTOWN DESIGN REVIEW



PROJECT LOCATION: 30 South Main Street

BUSINESS NAME: Agnesian Healthcare

APPLICANT INFORMATION

- PROJECT REPRESENTATIVE BUSINESS OWNER PROPERTY OWNER

ADDRESS: 15528 Miranda Way Fond du Lac WI 54937

EMAIL _____

PHONE _____

PROPOSED PROJECT

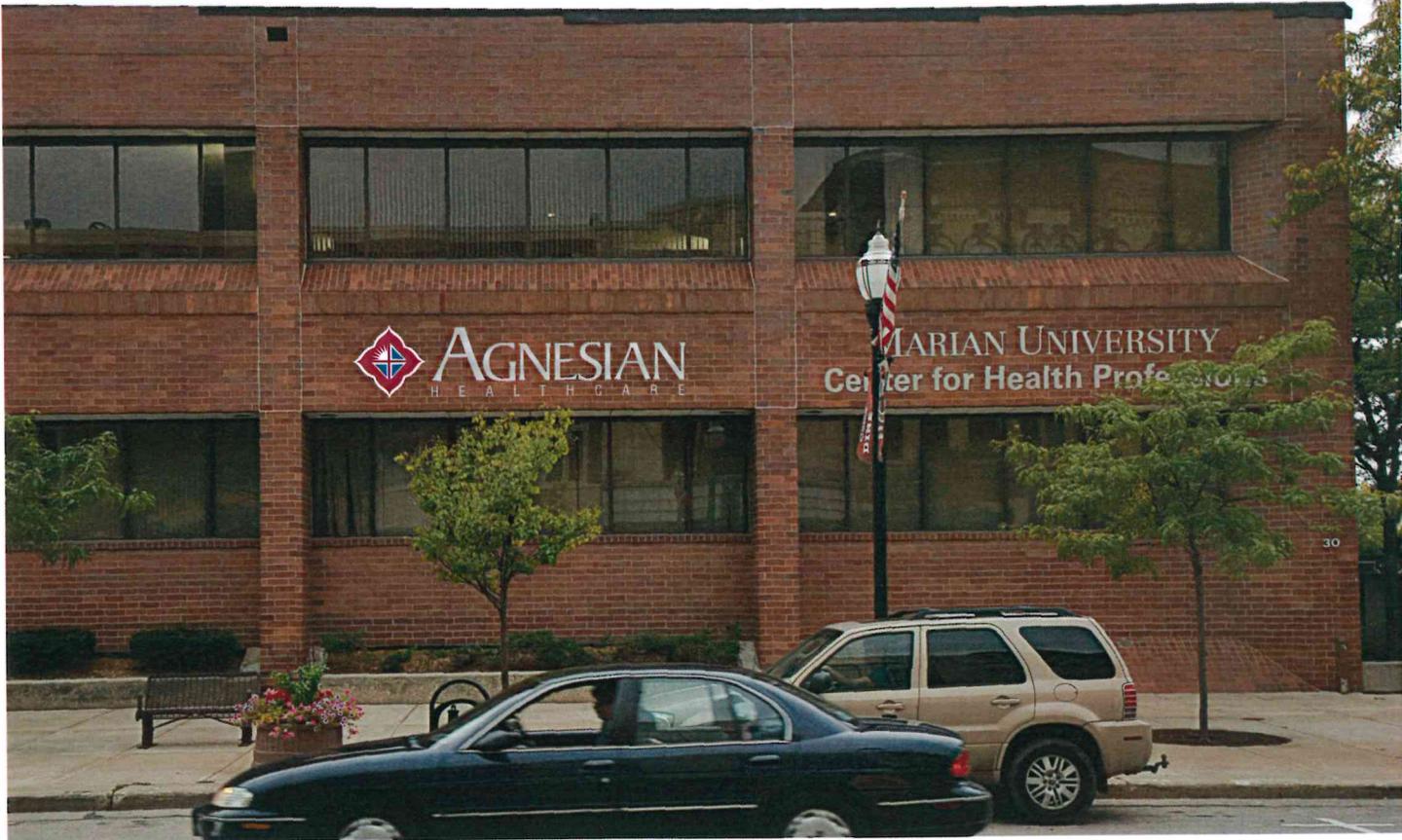
- EXTERIOR PAINT
 ROOF
 WINDOWS (REPLACEMENT WINDOWS AND/OR NEW WINDOW OPENING)
 EXTERIOR DOORS (REPLACEMENT AND/OR NEW DOOR OPENING)
 SIGN(S)
 AWNING(S)
 EXTERIOR REPAIR/ALTERATION
 BUILDING ADDITION/EXPANSION
 NEW BUILDING

DESCRIPTION OF PROPOSED PROJECT

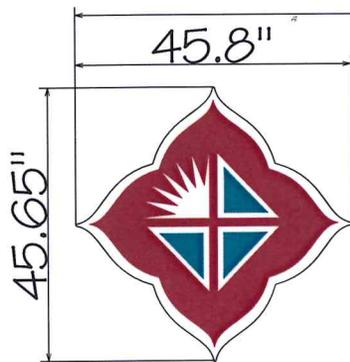
Add Non-Illuminated Flat Cut Metal Letters.
Same Style as Marian University

Submit application package to the Community Development Office
(4th floor, City-County Government Center)

The submittal of a project application package via email is acceptable.
Please contact the Community Development office at (920) 322-3440 prior to submittal.
Electronic application submittals should be directed: jdahlin@fdl.wi.gov



210.82"



AGNESIAN
H E A L T H C A R E

Specifications

- Qty: 1
- Custom Exterior Sign
- Non-Lighted
- 1/4" Flat Cut Aluminum (or white) Letters
- Stud Mount

Concept 1

FLYWAY
SIGNS
& Lighting Service
A Division of Flyway, Inc.

921-7181
1-800-201-7553
Fax: (920) 921-8129 • e-mail: info@flywaysigns.com
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CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: November 20, 2015
To: Downtown Architectural Review Board
From: Joellyn Dahlin, Principal Planner
Re: Project Review – 30 South Main Street (*Agnesian Healthcare*)

Project Analysis

Proposal: New wall sign (Agnesian Healthcare)
Historic Status: N/A
Design Review: The Downtown Architectural Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Agnesian Healthcare and Marian University occupy the former Nielsen building on South Main Street in Downtown Fond du Lac. A wall sign for Marian University was approved by the Downtown Architectural Review Board in 2014. The existing wall sign consists of individual brushed aluminum metal letters.

A new wall sign is proposed for Agnesian Healthcare. The sign would be situated on the Main Street building façade south of the Marian wall sign. The non-illuminated flat cut metal letters are the same style as the sign letters for Marian University.

Findings

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- 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 Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The Downtown Architectural Review Board must consider the materials, colors and architecture of the building in approving suitable signage, and consider the purpose and intent of appropriate signage.

Reflective of the requirements of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Design Guidelines, Community Development staff recommends approval of the wall sign as proposed.

DOWNTOWN DESIGN REVIEW



PROJECT LOCATION: 116 North

BUSINESS NAME: Fond du Lac County Economic Devel. Corp.

APPLICANT INFORMATION

PROJECT REPRESENTATIVE BUSINESS OWNER PROPERTY OWNER

ADDRESS: N5528 Miranda Way Fond du Lac WI 54937

EMAIL: [REDACTED]

PHONE: [REDACTED]

PROPOSED PROJECT

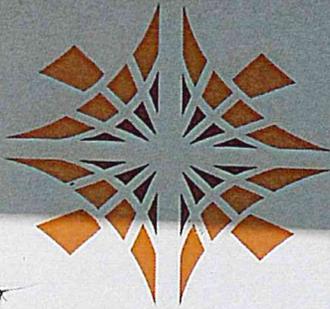
- EXTERIOR PAINT
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- EXTERIOR DOORS (REPLACEMENT AND/OR NEW DOOR OPENING)
- SIGN(S)
- AWNING(S)
- EXTERIOR REPAIR/ALTERATION
- BUILDING ADDITION/EXPANSION
- NEW BUILDING

DESCRIPTION OF PROPOSED PROJECT

Signage on South End to be Removed. Signage on East and North to be replaced. Signage on west side to be Added. All Non-Illuminated.

Submit application package to the Community Development Office
(4th floor, City-County Government Center)

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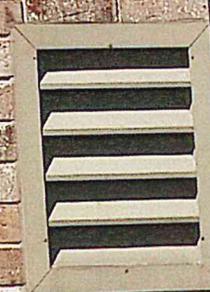


FOND DU LAC COUNTY
**Economic
Development**
CORPORATION

CENTER FOR
enterprise
development



Remove
& Replace
with
Non Lighted
East





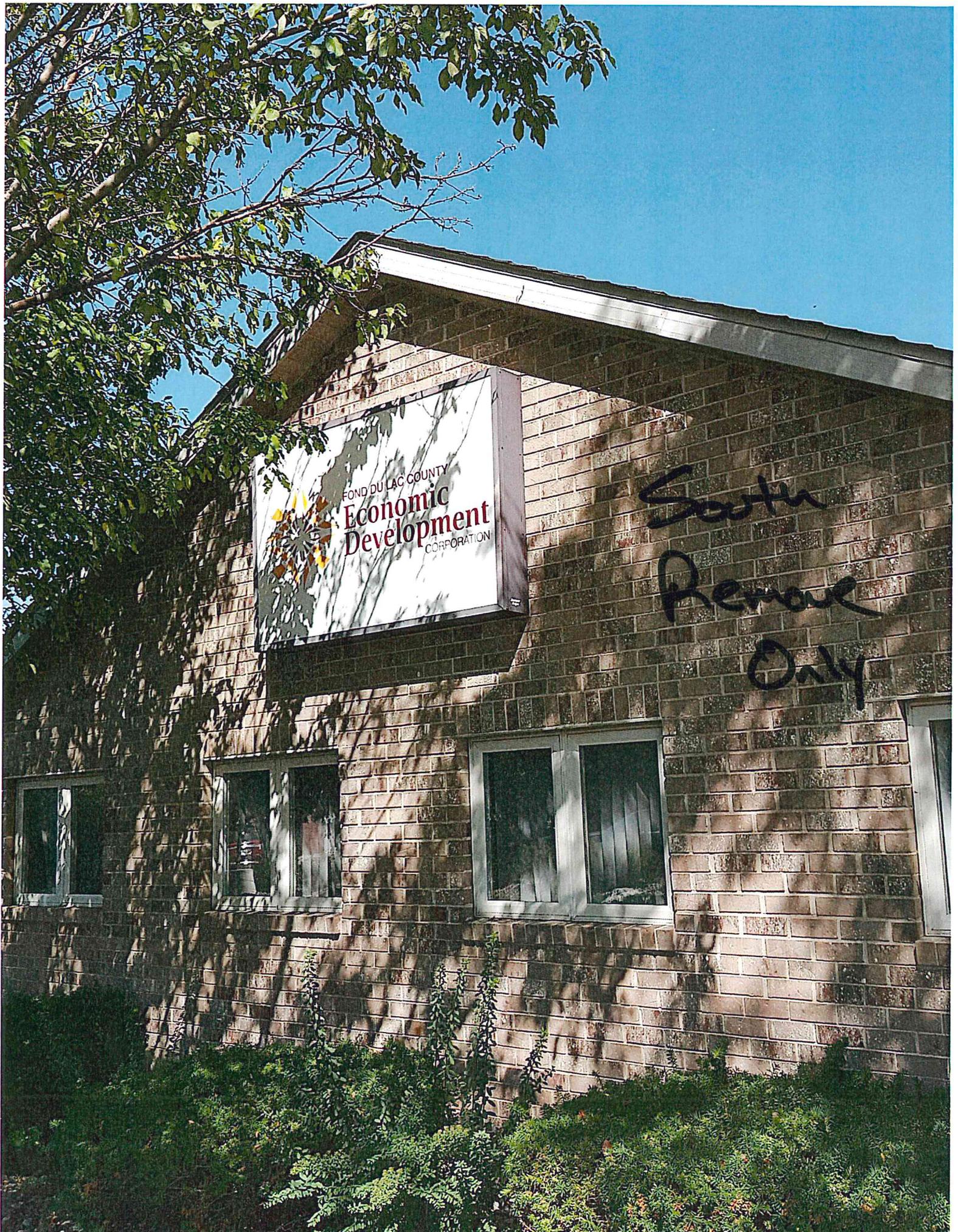
North

Remove Cabinet
& Replace w/ Non
Lighted



FOND DU LAC COUNTY
**Economic
Development**
CORPORATION

*South
Renew
Only*



West

Add
Signage

DISCOVER
VISA

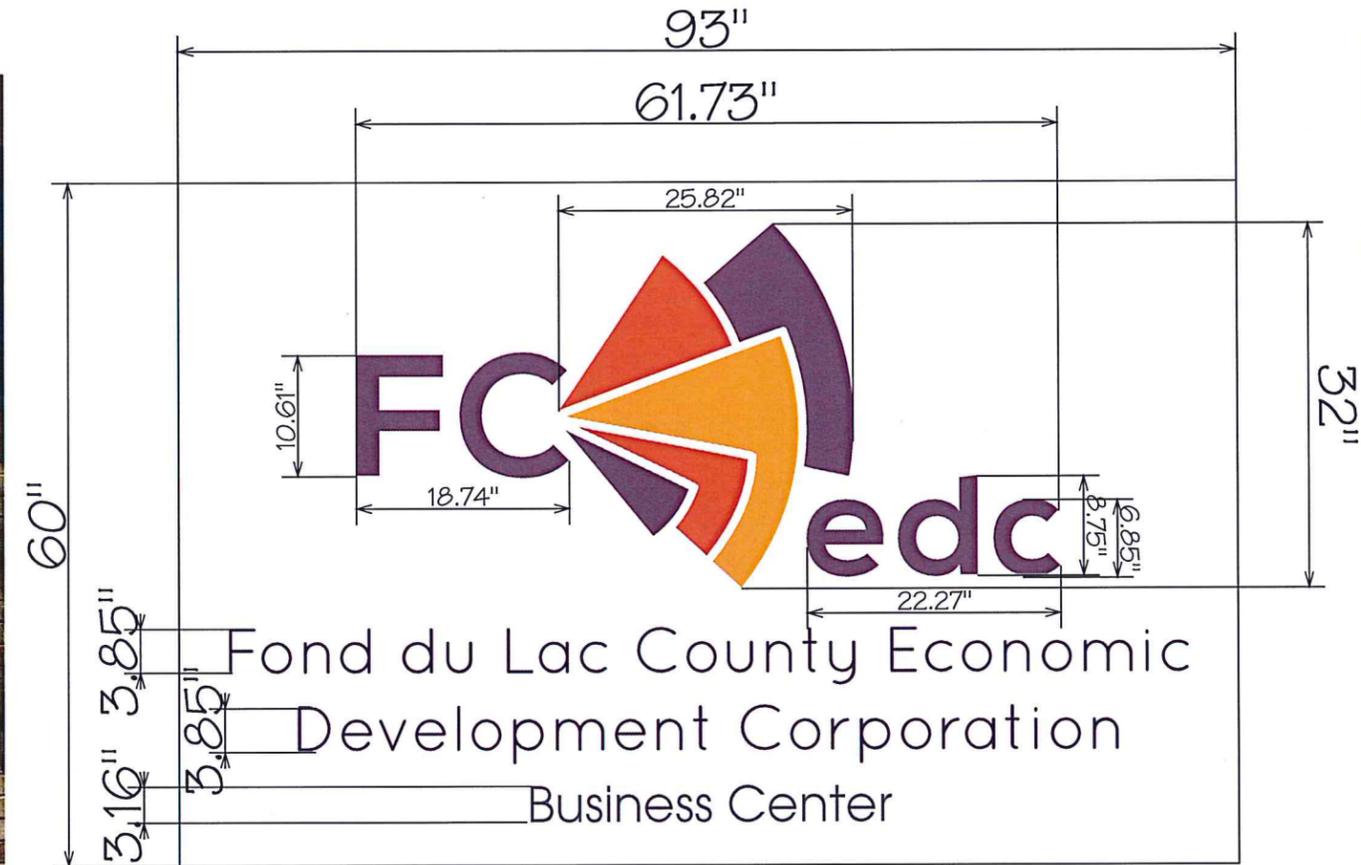
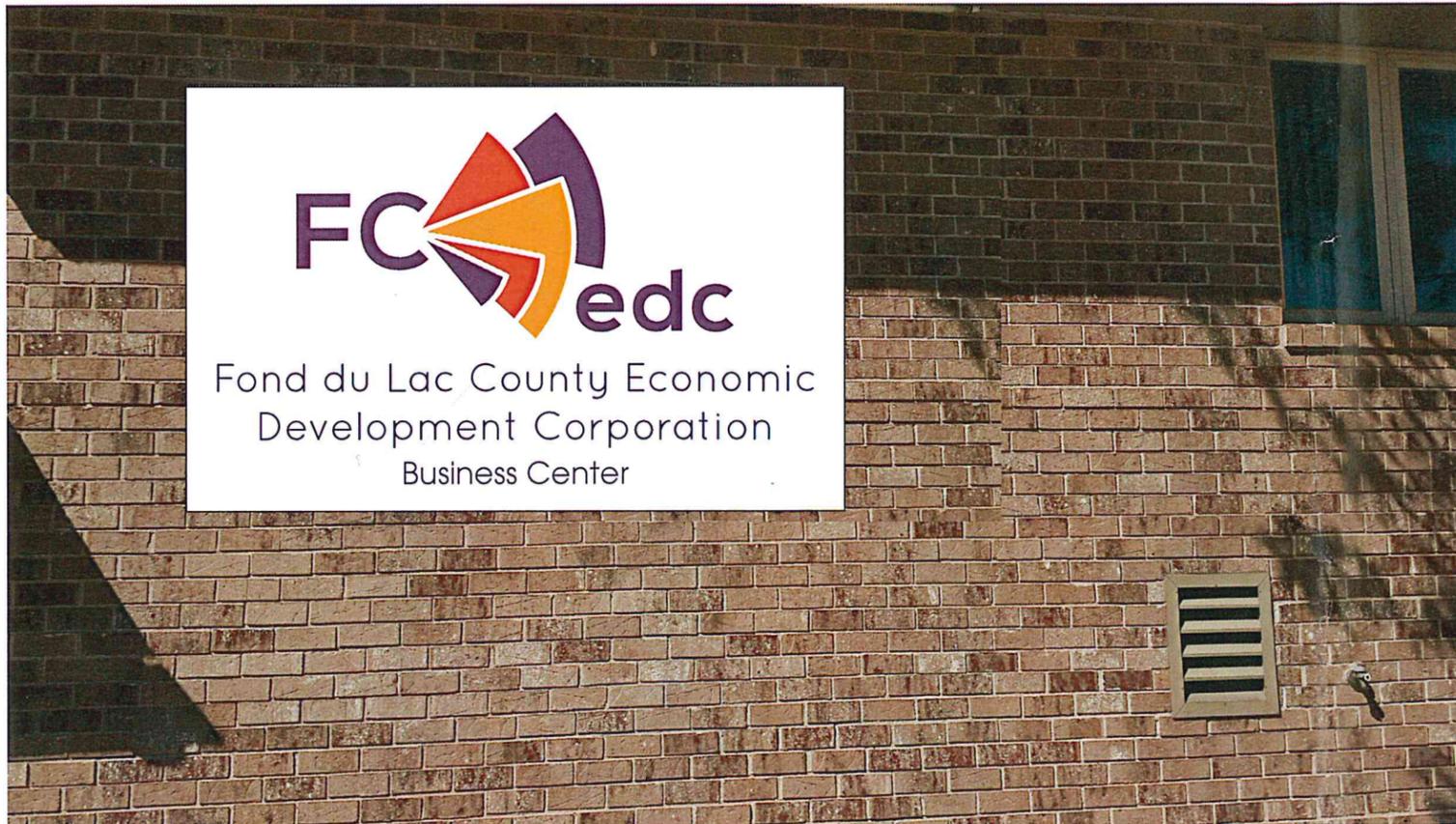


Fond du Lac Economic Development Business Center

Building Signage: DiBond Panel w/Metal Letters

Concept One

EAST FACADE - proposed wall sign



Specifications

- Qty: 1
- 6.5" Letters
- 1/4" Flat Cut Metal Letters
- White

APPROVED BY: _____

DATE: ____/____/2015

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921-7181
1-800-201-7553
Fax: (920) 921-8129 • e-mail: info@flywaysigns.com
N5528 Miranda Way, Fond du Lac, WI 54937
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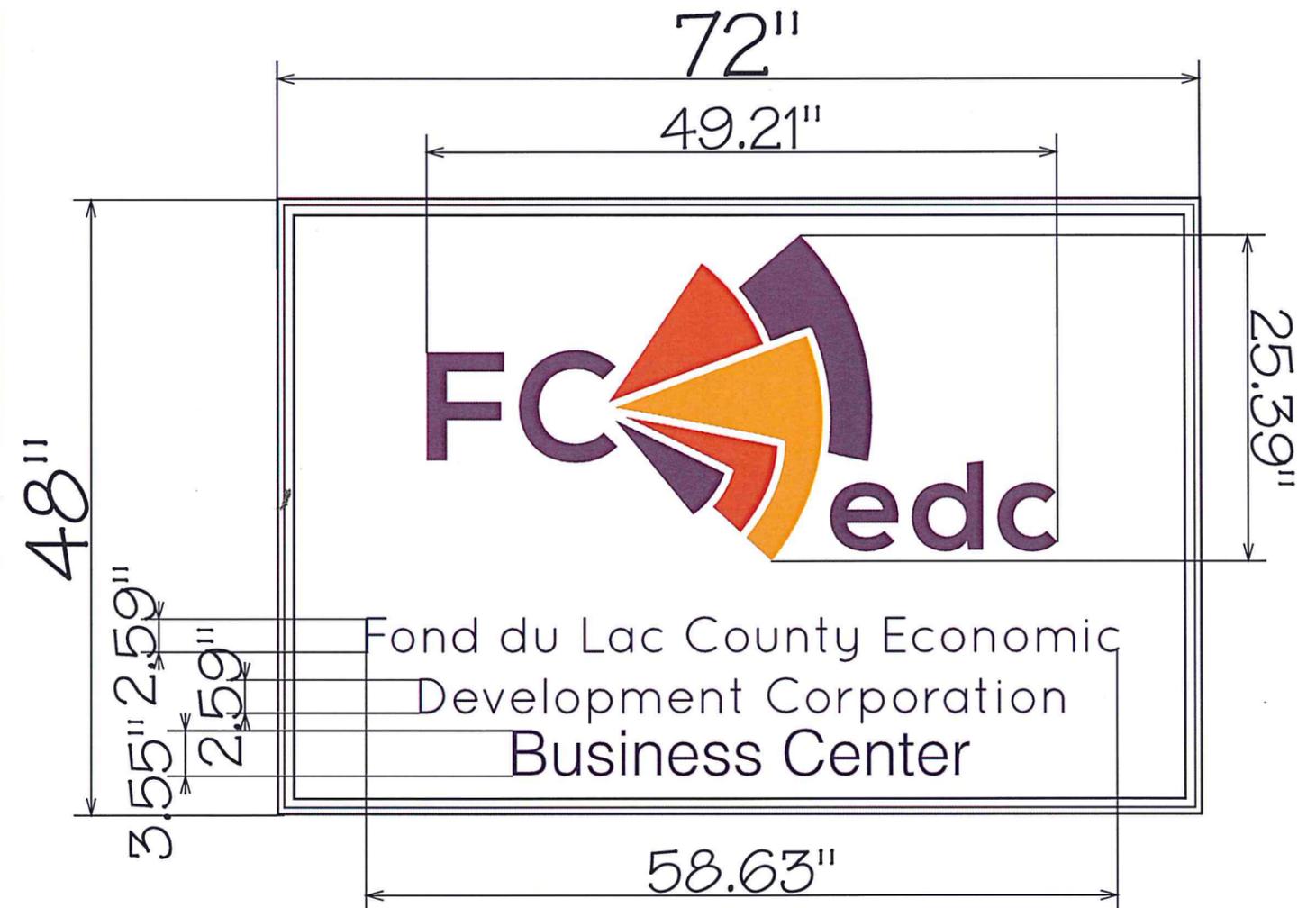
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CUSTOMER REPRESENTATIVE: Dan	CUSTOMER: Fond du Lac Economic Development Business Center
DRAWN BY: Beca	
DRAWN FILE NAME: 39147 Main Street Signage	DRWN DATE: 11.11.2015
PROJECT DESCRIPTION: Layout for approval	DRWN REV#: 5 SCALE: NTS

Fond du Lac Economic Development Business Center

Building Signage: Howard Industries DSS-125

NORTH FACADE - proposed wall sign



Specifications

- Qty: 1
- 48"x72"
- Howard Industries DSS-125 (Or lighted Sign With Alumacore Panel)

APPROVED BY: _____

DATE: ____/____/2015

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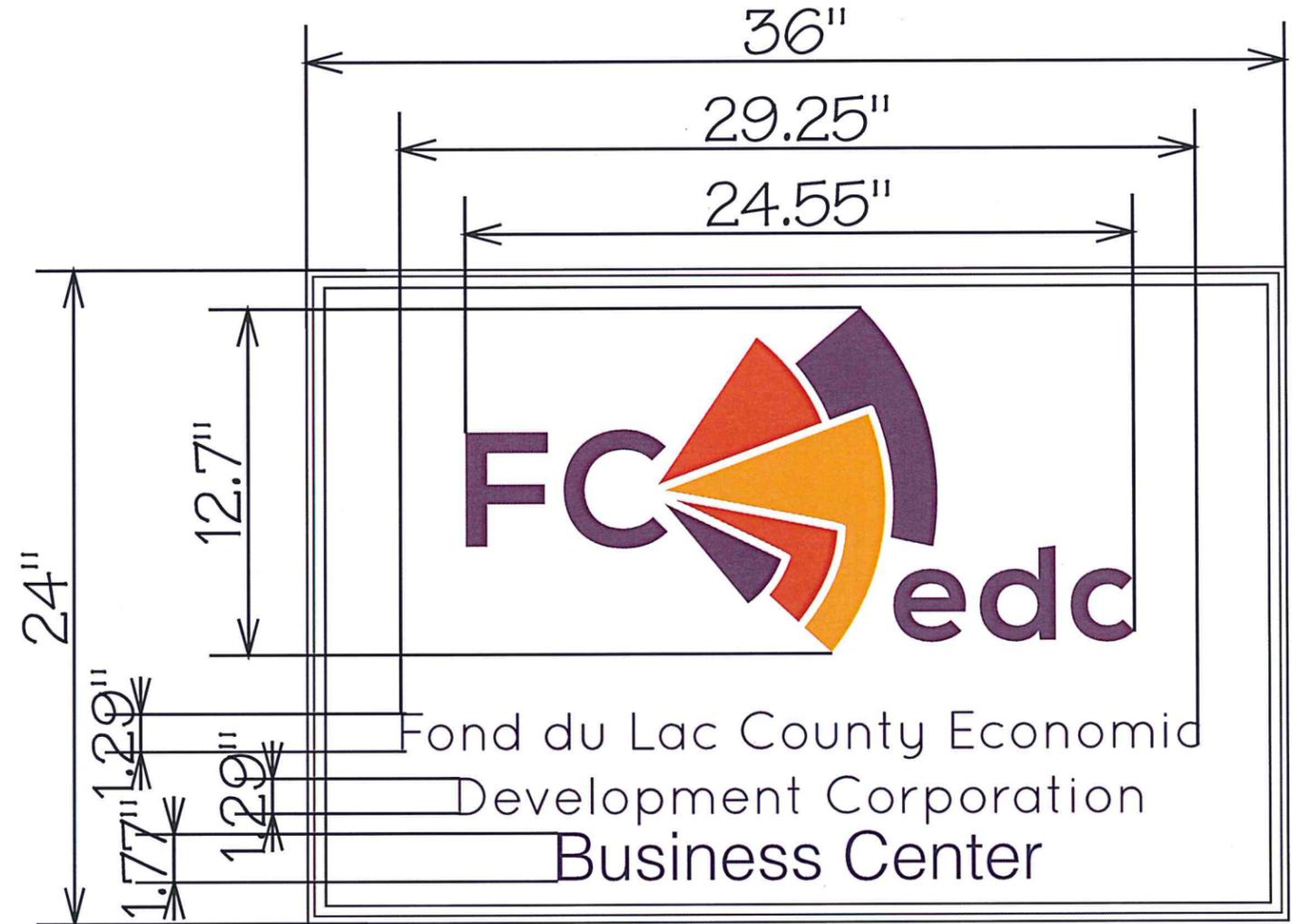
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CUSTOMER REPRESENTATIVE: Dan	CUSTOMER: Fond du Lac Economic Development Business Center
DRAWN BY: Bera	DRWN DATE: 11.11.2015
DRAWN FILE NAME: 39147 Main Street Signage	DRWN REV#: 5
PROJECT DESCRIPTION: Layout for approval	SCALE: NTS

Fond du Lac Economic Development Business Center

Building Signage: Howard Industries DSS-125

WEST FACADE - proposed wall sign



Specifications

- Qty: 1
- 24"x36"
- Howard Industries DSS-125 (Or Alumacore Panel)

APPROVED BY: _____

DATE: ___/___/2015

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CUSTOMER REPRESENTATIVE: Dan	CUSTOMER: Fond du Lac Economic Development Business Center		
DRAWN BY: Bacca	DRWN DATE: 11.11.2015	DRWN REV#: 5	SCALE: NTS
DRAWN FILE NAME: 39147 Main Street Signage			
PROJECT DESCRIPTION: Layout for approval			

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: November 20, 2015
To: Downtown Architectural Review Board
From: Joellyn Dahlin, Principal Planner
Re: Project Review – 116 North Main Street (FCEDC)

Project Analysis

Proposal: Remove nonconforming wall cabinet signs and install new non-illuminated wall signs.

Historic Status: N/A

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

The subject property on North Main Street at Rees Street is home to the *Fond du Lac County Economic Development Corporation*. The property is located at the northerly limit of the Downtown Design District. New wall signs for the building are proposed.

The building is currently identified by nonconforming wall cabinet signs on the south and north facades. A non-illuminated DiBond sign is affixed to the east wall. The three existing signs will be removed.

A rectangular “architectural-type” sign is proposed to replace the cabinet sign on the north wall. An “architectural-type” sign includes a frame. The proposed sign measures 4’x6’ and is composed of a DiBond panel with vinyl graphics. The new sign will remedy a situation of noncompliance with zoning regulations of the existing cabinet sign. The existing cabinet sign does not meet code requirements for the type of sign and for its placement on the building; a wall sign cannot be placed higher than the bottom window sill of the second floor or 18 feet, whichever is less.

The new sign planned on the west façade is also an “architectural-type” DiBond sign. The 2’x3’ wall sign would be situated near the rear building entrance.

The third sign proposed for the building is a DiBond panel with metal letters. The sign is 5’x7.75’ in size and would be affixed to the east building wall. Inasmuch as the sign does not include a frame, opportunity is available for a sign shape that would add visual interest to the building; for instance an oval or another shape in lieu of a typical rectangular shape would better address goals of the Downtown Design District.

A conditional approval of the proposal is recommended.

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 Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The Downtown Architectural Review Board must consider the materials, colors and architecture of the building in approving suitable signage, and consider the purpose and intent of appropriate signage.

Reflective of the requirements of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Design Guidelines, Community Development staff recommends approval of the proposed wall signs, subject to the following condition:

1. Due consideration shall be given to the shape of the sign proposed for the east façade. If reasonably possible, an alternative to a rectangular panel size shall be used.

CITY OF FOND DU LAC
DOWNTOWN DESIGN REVIEW



PROJECT LOCATION: 39 south main

BUSINESS NAME: KSF accounting

APPLICANT INFORMATION

PROJECT REPRESENTATIVE BUSINESS OWNER PROPERTY OWNER

ADDRESS: John Papenheim, SignCrafters, 15 5th Street

EMAIL: [REDACTED]

PHONE: [REDACTED]

PROPOSED PROJECT

- EXTERIOR PAINT
- ROOF
- WINDOWS (REPLACEMENT WINDOWS AND/OR NEW WINDOW OPENING)
- EXTERIOR DOORS (REPLACEMENT AND/OR NEW DOOR OPENING)
- SIGN(S)
- AWNING(S)
- EXTERIOR REPAIR/ALTERATION
- BUILDING ADDITION/EXPANSION
- NEW BUILDING

DESCRIPTION OF PROPOSED PROJECT

Remove existing cabinets signs. install projecting sign on west facade, install awing graphics on west facade,
install wall sign on north face. Projecting and wall signs are 1/4" thick dimensional letters on dibond material.

Submit application package to the Community Development Office
(4th floor, City-County Government Center)

The submittal of a project application package via email is acceptable.
Please contact the Community Development office at (920) 322-3440 prior to submittal.

Electronic application submittals should be directed: jdahlin@fdl.wi.gov

Existing facades





8 square feet
2" thick, dimensional
letters on dibond



24 square feet
dimensional letters and
border on Dibond

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: November 20, 2015
To: Downtown Architectural Review Board
From: Joellyn Dahlin, Principal Planner
Re: Project Review – 39 South Main Street (*KSF Accounting*)

Project Analysis

Proposal: Install projecting sign, wall sign, and awning graphics.
Historic Status: N/A
Design Review: The Downtown Architectural Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The subject property is located at the southeast corner of South Main and Sheboygan Streets. Two nonconforming cabinet signs identify the former tenant; removal of the nonconforming cabinet signs is planned.

Two new signs are proposed - a projecting sign on the Main Street building façade and a wall sign on the Sheboygan Street façade. The application of vinyl lettering on the existing awning is also proposed; the lettering will identify the business name.

The projecting sign and the wall sign are DiBond with dimensional letters. The signs utilize the same color palette, graphics, and design. The signs would not be illuminated. The signs comply with zoning regulations for allowable size.

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 Review Board must determine that the proposed signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The Downtown Architectural Review Board must consider the materials, colors and architecture of the building in approving suitable signage, and consider the purpose and intent of appropriate signage.

Reflective of the requirements of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Design Guidelines, Community Development staff recommends approval of the signage as proposed.