DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

February 3, 2015
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. December 2, 2014

III. REPORTS OF OFFICERS

A. Project Address: 40 East Division Street

Applicant: *Three Guys and a Grill*

Project: Replace wall sign, replace ground sign, add new wall sign.

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

December 2, 2014
12:00 P.M.

Meeting Room H — 160 South Macy Street
City-County Government Center — Fond du Lac, Wisconsin

OPENING CEREMONIES

ROLL CALL: Present: - Terrence Gaffney
Tom Meiklejohn, III
Stan Ramaker

Absent: - Scott Draves (excused)
Steve Schoofs (excused)
Sarah Van Buren (excused)

Administrative Staff: - Joellyn Dahlin, Principal Planner

Chairperson Gaffney declared a quorum present.

APPROVAL OF MINUTES

November 4, 2014

Motion made by Meiklejohn to approve the minutes of the regular meeting of the November 4, 2014 Downtown Architectural Review Board as presented.
Seconded by Ramaker.
ROLL CALL VOTE: Aye – Gaffney, Meiklejohn, Ramaker
Nay – None
Carried.

REPORTS OF OFFICERS

Project Address: 117 South Main Street

Applicant: Julie Day-Willey
d/b/a *Main Street Fashion*

Project Description: Install New Wall Sign

Appeared in Support:
Tony O'Malley, 113-115 S Main St., Fond du Lac, presented the **REVISED** proposal on behalf of the applicant.

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

Conditions of approval shall include:

1. The top edge of the sign shall align with the top edge of the lettering of the attorney's office.

2. Sign shall be centered over the door.

3. Background of sign to match light tan (broad strip) of awning color.

4. Lettering and trim color to match dark blue of awning color.

Seconded by Ramaker.
ROLL CALL VOTE: Aye – Gaffney, Meiklejohn, Ramaker
Nay – None
Carried.

Project Address: 5 South Main Street

Applicant: Chris Burns
d/b/a *Fourth Street Tattoo*

Project Description: Install New Wall Sign

Appeared in Support:
Chris Burns, 5 S Main St., Fond du Lac

Board Discussion: The applicant/property owner intends to paint the upper façade of the building; choice of paint color is black or charcoal grey. The applicant/property owner also plans to replace the existing retractable awning, using a color palette of black and grey, with a red pin stripe. Based on this understanding, further approval is not required by the Board.

Motion made by Meiklejohn to approve the proposed wall sign, based on the following findings:

1. The proposed sign complies with zoning regulations and complies with the spirit and

intent of the Downtown Fond du Lac Partnership Design Guidelines.

2. The proposed sign is not unlike similar signage in place for businesses throughout the downtown corridor.

Seconded by Ramaker.
ROLL CALL VOTE: Aye – Gaffney, Meiklejohn, Ramaker
Nay – None
Carried.

ADJOURN

Motion made by Meiklejohn to adjourn.
Seconded by Ramaker.
ROLL CALL VOTE: Aye – Gaffney, Meiklejohn, Ramaker
Nay – None
Carried.

Meeting adjourned at 12:35 p.m.

MARGARET HEFTER
CITY CLERK

MH/maa

CITY OF
Fond du Lac
DOWNTOWN DESIGN REVIEW

PROJECT APPLICATION

DATE SUBMITTED: 1/22/15 DARB MEETING DATE: 2/3/15

PROJECT LOCATION: 40 East Division Street

BUSINESS NAME: 3 Guys and a Grill @Trinity

APPLICANT INFORMATION

☐ **PROPERTY OWNER:** Trinity Square LLC

ADDRESS: 54 E 1st Street

EMAIL ADDRESS: _____

PHONE: (_____) _____

☒ **PROJECT REPRESENTATIVE:** Papenheim's SignCrafters John Papenheim

___ARCHITECT ___ENGINEER ___CONTRACTOR _x_OTHER

ADDRESS: 15 5th Street

EMAIL ADDRESS: john@psigncrafters.com

PHONE: (920) 923-4437

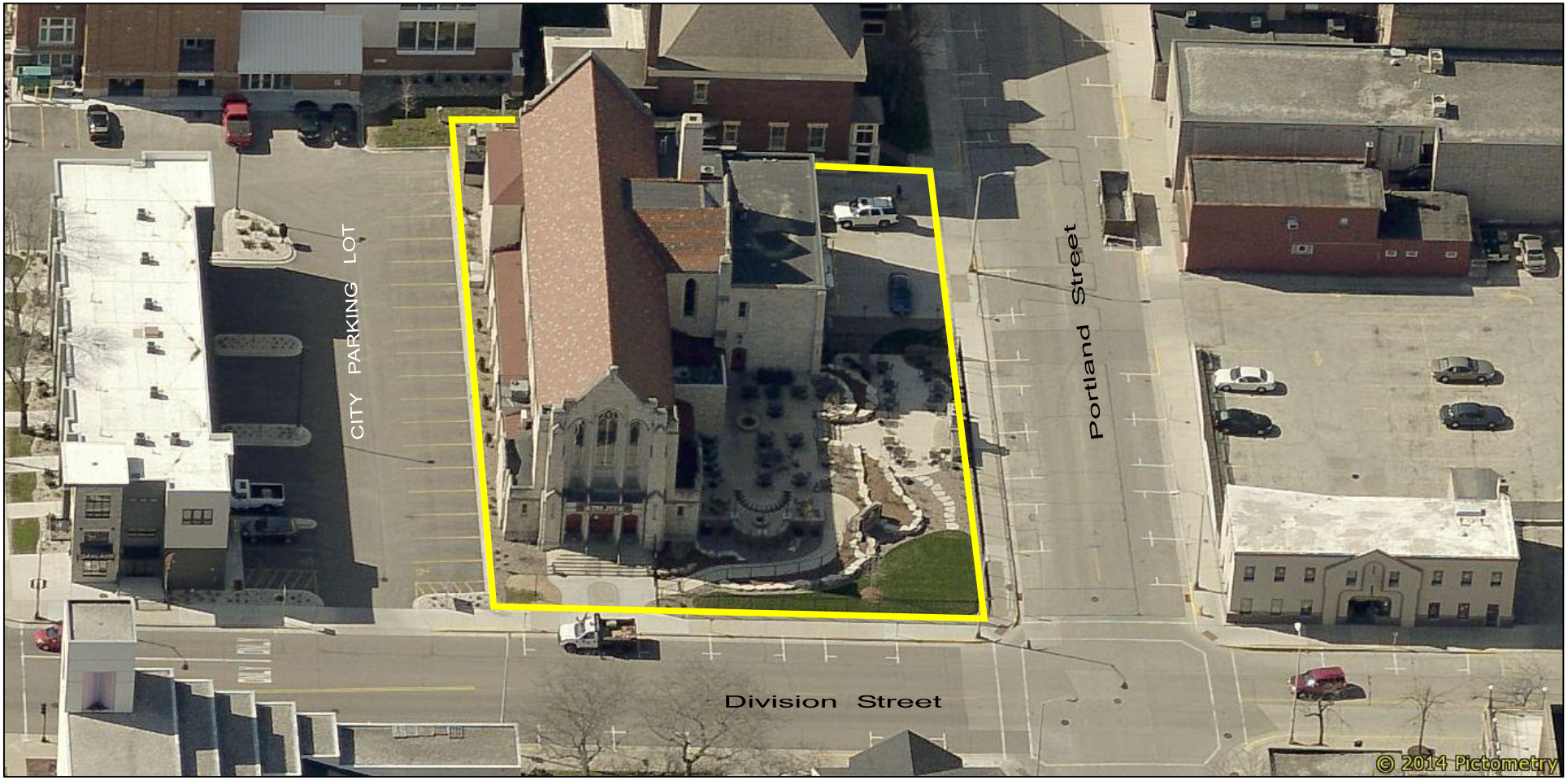
PROJECT INFORMATION

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

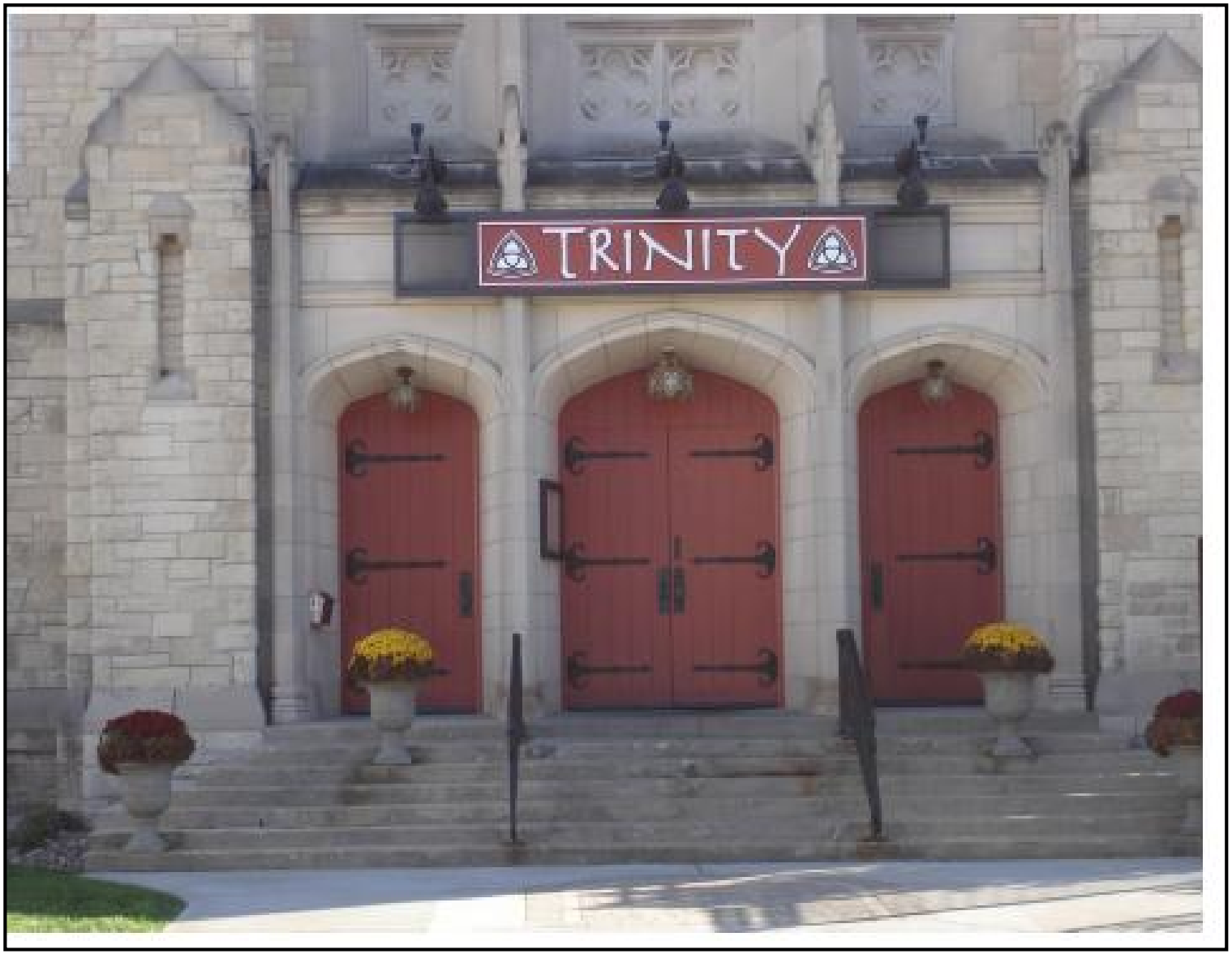
DESCRIPTION OF PROPOSED PROJECT:

Replace sign faces of existing signs. Add an additional sign to the east wall in parking lot for direction to main entrance. See attached for colors/ materials and layouts.

40 EAST DIVISION STREET



EXISTING WALL SIGN – MAIN FAÇADE (NORTH WALL)



PROPOSED WALL SIGN – MAIN FAÇADE (NORTH WALL)

120” x 24” sign – mounted on existing sign frame.
Marble print background – aluminum/plastic composite. Dimensional letters – PVC plastic.
“Three Guys” 3-layers, approx. 1” thick. Bottom layer – burgundy. Second layer - black Top layer - white
“AND A GRILL” 2-layers, approx. 1” thick. Bottom layer – black. Top layer – white.
All other letters single layer - white, approx.¼” thick.
Cartoon graphic to be updated and black and white only (no color).

EXISTING GROUND SIGN

PROPOSED GROUND SIGN

76” x 67” sign – panel mounted on existing sign frame.
Marble print background – aluminum/plastic composite. Dimensional letters – PVC plastic.
“Three Guys” 3-layers, approx. 1” thick. Bottom layer – burgundy. Second layer - black Top layer - white
“AND A GRILL” 2-layers, approx. 1” thick. Bottom layer – black. Top layer – white.
All other letters single layer - white, approx.¼” thick.
Cartoon graphic to be updated and black and white only (no color).

PROPOSED NEW WALL SIGN – EAST FAÇADE

Building faces City Parking Lot. No existing signage.

120” x 24” sign. Plus 60”x6” arrow (“ENTER AT FRONT OF BUILDING”) NEW WALL MOUNT SIGNS
Marble print background – aluminum/plastic composite. Dimensional letters – PVC plastic.
“Three Guys” 3-layers, approx. 1” thick. Bottom layer – burgundy. Second layer - black Top layer - white
“AND A GRILL” 2-layers, approx. 1” thick. Bottom layer – black. Top layer – white.
All other letters single layer - white, approx.¼” thick.
Cartoon graphic to be updated and black and white only (no color).

CITY OF

Fond du Lac

ARCHITECTURAL REVIEW STANDARDS

City of Fond du Lac Zoning Code Chapter 720-42 and 720-83

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 Chapter 720-83.)

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.

SIGNAGE

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 easer 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.

SIGNAGE

- 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

downtown architectural review board

Date: **January 28, 2015**

To: **Downtown Architectural Review Board**

From: **Joellyn Dahlin, Principal Planner**

Subject: **40 E Division Street – Project Review (*Three Guys and a Grill*)**

Proposal: Replace wall sign (main façade – north), replace ground sign panel, add wall signs (side façade – east).

Applicant/Business: *Three Guys and a Grill*

Historic Status: Potentially eligible for the National Register of Historic Review (No Historic Preservation Commission review required)

Project Analysis

Three Guys and a Grill is a new restaurant that will replace the former *Trinity* restaurant at 40 East Division Street. New signage anticipates replacement of a wall sign on the front of the building facing Division Street and replacement of the ground sign panel. In addition, two new wall signs are proposed on the east side of the building.

The new signs are composed of an aluminum/plastic panel with dimensional PVC plastic letters. The sign background is a marble print. The letters for "THREE GUYS" are three layers with a total thickness of one inch. The bottom layer is a burgundy color, the middle layer is black and the top layer is white. The layering of the letters gives the appearance of burgundy and black outlines of white letters. The letters "AND A GRILL" are two layers with a total thickness of one inch; the bottom layer is black and the top is white. All other lettering is single layer, ¼"-thick, white. The sign drawings submitted with the project application depict a color cartoon graphic; changes to the graphic are in process and a new graphic will be black and white.

Wall Sign – Main Façade (North)

A wall sign above the entrance to the building identifies the former restaurant with one style of lettering and two logos. The existing sign faces Division Street and is 28 square feet in area.

The proposed sign is the same size as the existing sign. The new sign identifies the new business and includes a character logo as well as the *Trinity* logo. Inasmuch as the purpose of a sign is to identify the current use of a building, the inclusion of the former restaurant logo serves no purpose and therefore should not be included as part of the new sign design.

Ground Sign

The ground sign installed for the *Trinity* church is a stone monument structure. When the church was renovated for the *Trinity* restaurant, a sign panel was affixed to the front of the monument structure; a metal frame was added to cover the front of the stone columns.

The replacement panel for *Three Guys and A Grill* is the same size as the *Trinity* restaurant sign. The new sign identifies the business, character logo, website address, and the *Trinity* logo. As stated, the purpose of a sign is to identify the current use of a building; the inclusion of website information, and the logo for the former restaurant serves no purpose.

Wall Sign – Side Façade (East)

A new wall sign and a separate arrow sign with text are proposed on the east side of the building to identify the restaurant and direct customers to the entrance.

Zoning regulations allow wall signage on a building façade that directly abuts a public street, a parking lot, or the shared driveway of a shopping center. Specific to this site the east wall of the building faces a parking lot; however, the parking lot is a City-owned public lot that is not limited to use only by restaurant patrons. Therefore, due to the circumstances of the parking lot, the proposed signs do not meet the intent of zoning regulations and their use cannot be approved by the Downtown Architectural Review Board.

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 above, Community Development staff recommends a conditional approval of the north wall sign and the ground sign panel:

1. North wall sign (main façade): Approve size and colors as proposed, for the purpose of identifying the business, excluding the logo of the former business.
2. Ground sign: Approve size and colors as proposed, for the purpose of identifying the business, excluding the website information and the logo of the former business.