

# DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

May 5, 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. ELECTION OF OFFICERS

- A. Chairperson
- B. Vice-Chairperson
- C. Secretary

## III. APPROVAL OF MINUTES

April 7, 2015

## IV. ACTIONS

- A. 14 South Portland Street  
Applicant: Sam Meyer  
Business Name: Meyer Property Group, LLC  
Project: Façade renovation – final design.
- B. 64 N Main Street  
Applicant: Scott Steffen, Wisconsin Signs & Neon  
Business Name: *Mix It Up Bakery*  
Project: Revised proposal – wall signs.
- C. 31 S Main Street  
Applicant: Papenheim's Signcrafters  
Business Name: *Lillians*  
Project Description: Wall sign (Sheboygan Street).
- D. 21 E 2<sup>nd</sup> Street  
Applicant: Scott Steffen, Wisconsin Signs & Neon  
Business Name: *Health Care Solutions*  
Project Description: Wall signs.

## V. 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**

April 7, 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  
Steve Schoofs  
Stan Ramaker

Absent: Terrence Gaffney  
Tom Meiklejohn III  
Sarah Van Buren  
Jamie Molitor

Administrative Staff: Joellyn Dahlin, Principal Planner

Vice-Chairperson Draves declared a quorum present.

### **APPROVAL OF MINUTES**

March 3, 2015

Motion made by Schoofs to approve the minutes of the regular meeting of the March 3, 2015 Downtown Architectural Review Board as presented.

Seconded by Ramaker.

ROLL CALL VOTE: Aye - Draves, Ramaker, Schoofs  
Nay - None

Carried.

## ACTIONS

### **211-213 South Main Street** (*Ziggy's Corner Pub*)

Project:

Façade renovation, new windows, exterior paint.

Appearance:

Tony Mand, Project Applicant/Property Owner, 213 S Main Street

Motion made by Schoofs to approve the project in concept, based on findings that the renovation complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Guidelines, with the following conditions:

1. If it is determined that the Main Street façade (brick) is in good condition, the brick will be cleaned and repaired as necessary.
2. If the Main Street façade (brick) requires paint and/or some other covering, the property owner shall submit paint and/or material samples, along with a color drawing, to the Downtown Architectural Review Board to depict the proposed work.

Seconded by Ramaker.

ROLL CALL VOTE:     Aye - Draves, Ramaker, Schoofs  
                              Nay - None

Carried.

### **6 North Main Street** (*Law Office of John W. Herrick*)

Project:

Two new wall signs.

Appearance:

Scott Steffen, Project Representative, 311 E 11<sup>th</sup> Street

Motion made by Ramaker to approve the project, based on findings that the signage complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Seconded by Draves.

ROLL CALL VOTE: Aye - Draves, Ramaker, Schoofs  
Nay - None

Carried.

**64 N Main Street** (*Mix It Up Bakery*)

Project:

Re-use wall cabinet sign, new wall sign (individual letters), add vinyl lettering to pole sign.

Appearances:

Scott Page, Project Applicant/Property Owner, 64 N Main Street

Scott Steffen, Project Representative, 311 E 11<sup>th</sup> Street

Motion made by Schoofs to approve new signage pursuant to zoning regulations, and based on findings that the signs comply with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines, with the following conditions:

1. Pole sign: Approve vinyl lettering as proposed.
2. North wall sign: Individual letters and graphic per Option B.
3. East wall sign: Individual letters and graphic per Option B.
4. The nonconforming wall cabinet sign shall be removed prior to the installation of any new signage. (Note: This is a zoning code requirement and applies regardless of any action taken by the Downtown Architectural Review Board.)

Seconded by Ramaker.

ROLL CALL VOTE: Aye - Draves, Ramaker, Schoofs  
Nay - None

Carried.

**19 Sheboygan Street** (*Krueger's*)

Project:

Façade renovation, new windows, exterior paint, demolish shed and chimney.

Appearance:

Michael Krueger, Project Applicant/Property Owner, 19 Sheboygan Street

Motion made by Ramaker to approve the project, based on findings that the renovation complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Guidelines.

Seconded by Schoofs.

ROLL CALL VOTE:     Aye - Draves, Ramaker, Schoofs  
                              Nay - None

Carried.

**24 N Main Street** (*Theo's*)

Project Description:

Comprehensive façade renovation.

Appearances:

Ted Buetow, Project Applicant/Property Owner, 24 N Main Street  
Randy Cunzenheim, Project Representative, 101 N Park Avenue

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

Seconded by Ramaker.

ROLL CALL VOTE:     Aye - Draves, Ramaker, Schoofs  
                              Nay - None

Carried.

**21 S Main Street** (*Lillian's*)

Project Description:

Two projecting signs.

Appearance:

John Papenheim, Project Representative, 15 5<sup>th</sup> Street

Motion made by Ramaker to approve one double face projecting sign (Main Street facade) pursuant to zoning regulations, and 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 Guidelines

Seconded by Schoofs.

ROLL CALL VOTE:     Aye - Draves, Ramaker, Schoofs  
                              Nay - None

Carried.

**33 W Second Street** (*Riverwalk Art Center*)

Project Description:

Three wall signs.

Appearance:

John Papenheim, Project Representative, 15 5<sup>th</sup> Street

Motion made by Draves to approve the project based on findings that the signs comply with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Guidelines, with the following condition:

1. The sign contractor shall provide accurate measurements of the linear frontage of each affected façade in the application for a sign permit.

Seconded by Schoofs.

ROLL CALL VOTE:     Aye - Draves, Ramaker, Schoofs  
                              Nay - None

Carried.

**DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES**

April 7, 2015

Page 6

**ADJOURN**

Motion made by Draves to adjourn.

Seconded by Ramaker.

ROLL CALL VOTE: Aye - Draves, Ramaker, Schoofs

Nay - None

Carried.

Meeting adjourned at 12:55 p.m.

MARGARET HEFTER, CITY CLERK

MH/ke

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

**PROJECT APPLICATION**

DATE SUBMITTED: 2/10/15 DARB MEETING DATE: Preliminary Review: 3/10/15  
FINAL Review: 5/5/15

PROJECT LOCATION: 14 S Portland Street

BUSINESS NAME: Meyer Property Group LLC

**APPLICANT INFORMATION**

**PROPERTY OWNER:** Sam Meyer

ADDRESS: 42 N Main Street, Fond du Lac 54935

EMAIL ADDRESS: [REDACTED]

PHONE: [REDACTED]

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

\_\_\_ARCHITECT \_\_\_ENGINEER \_\_\_CONTRACTOR \_\_\_OTHER

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:

Commercial building renovation: Replace windows, construct 8/12 gable roof (asphalt or steel), add cedar siding or cement board siding, construct rooftop deck with steel railings.

14 Portland Street  
STREET VIEW – LOOKING WEST



SITE



**14 S Portland Street  
Street View – Existing Condition**



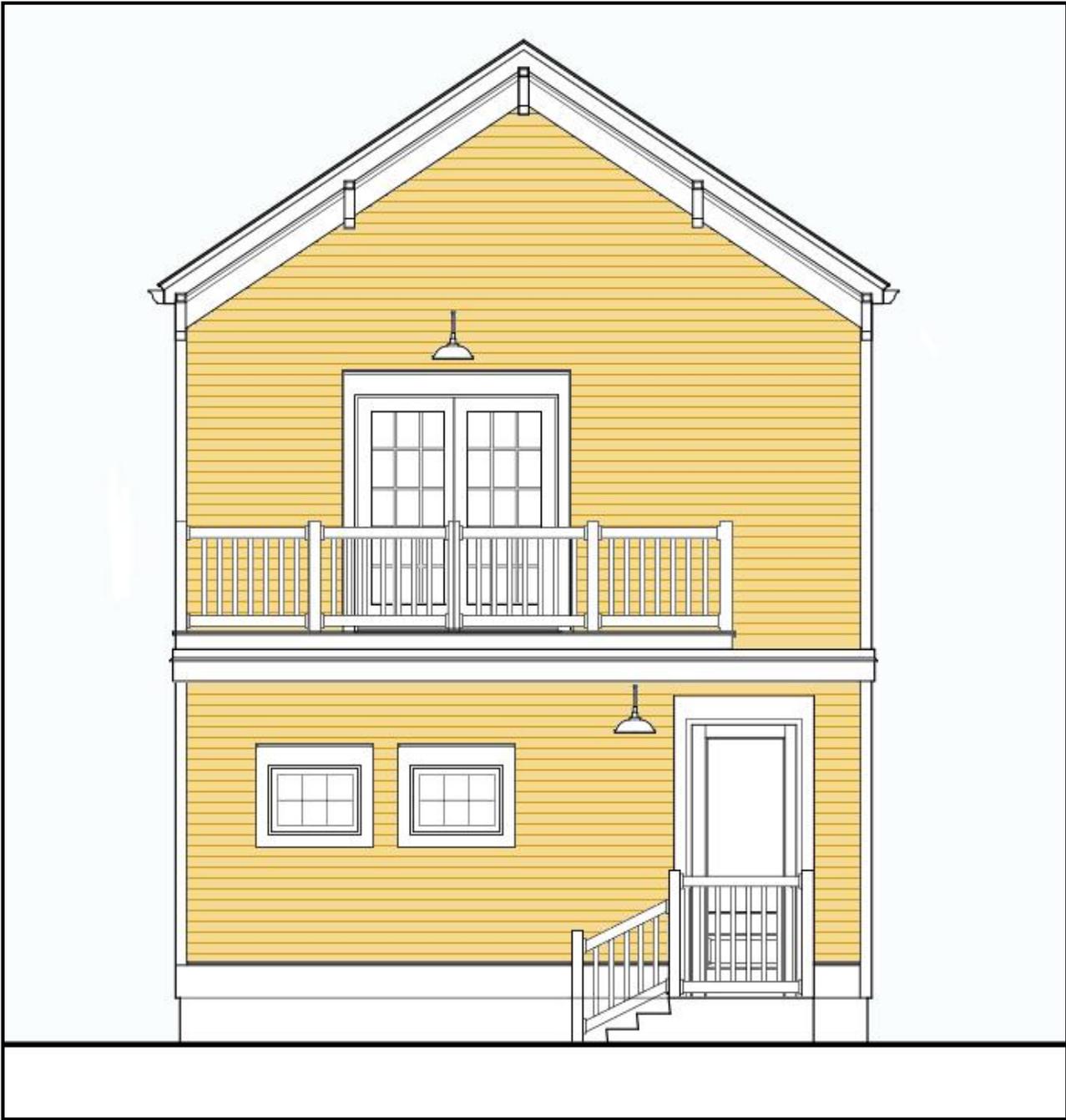
**14 S Portland Street  
North Building Elevation**



**14 S Portland Street  
North and West Elevations – Back of Building**



Front (East) Elevation



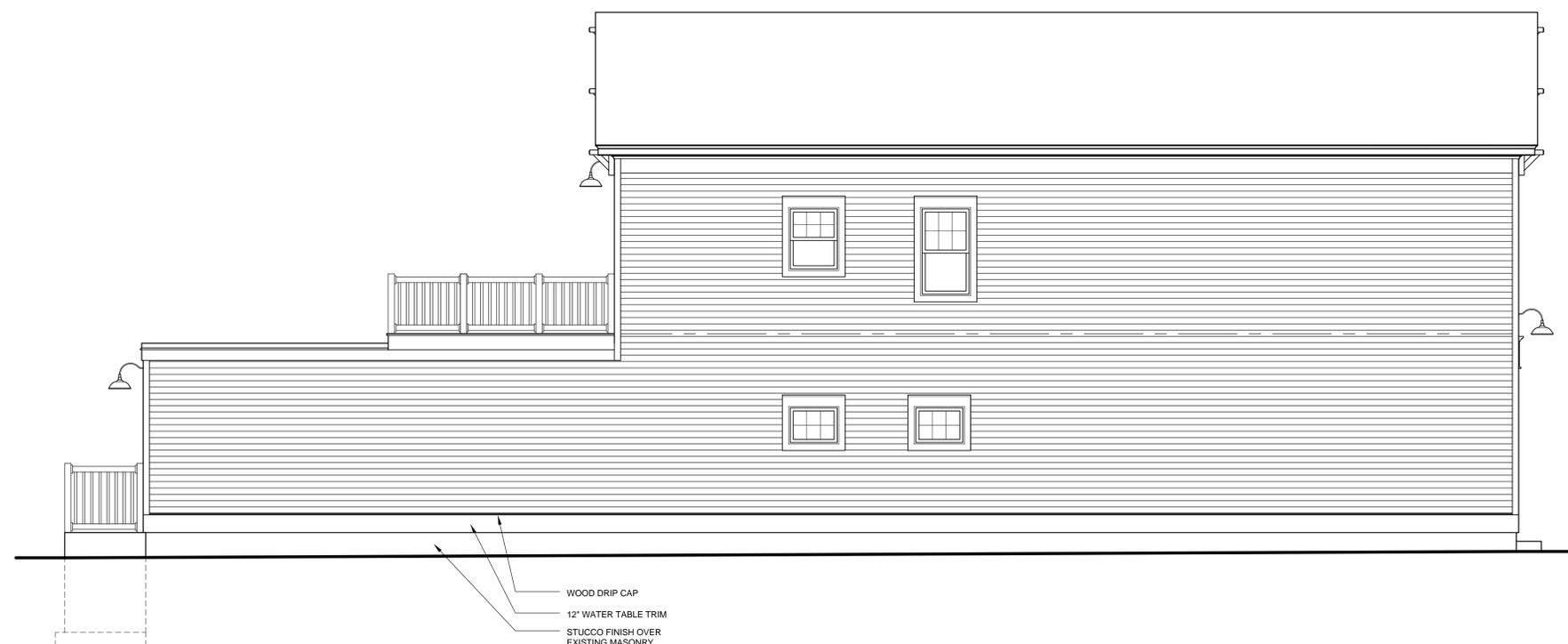
Rear (West) Elevation



Side (North) Elevation

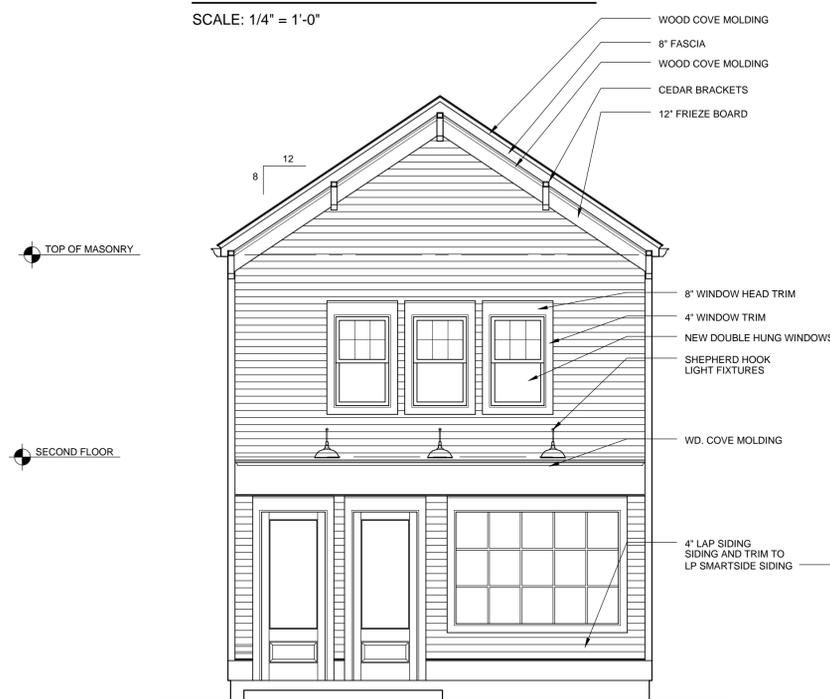


Side (South) Elevation



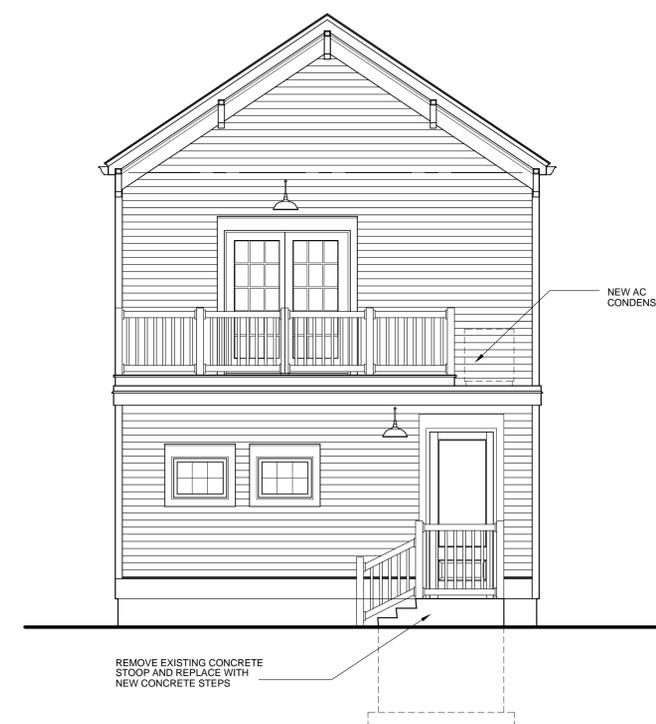
**SOUTH ELEVATION**

SCALE: 1/4" = 1'-0"



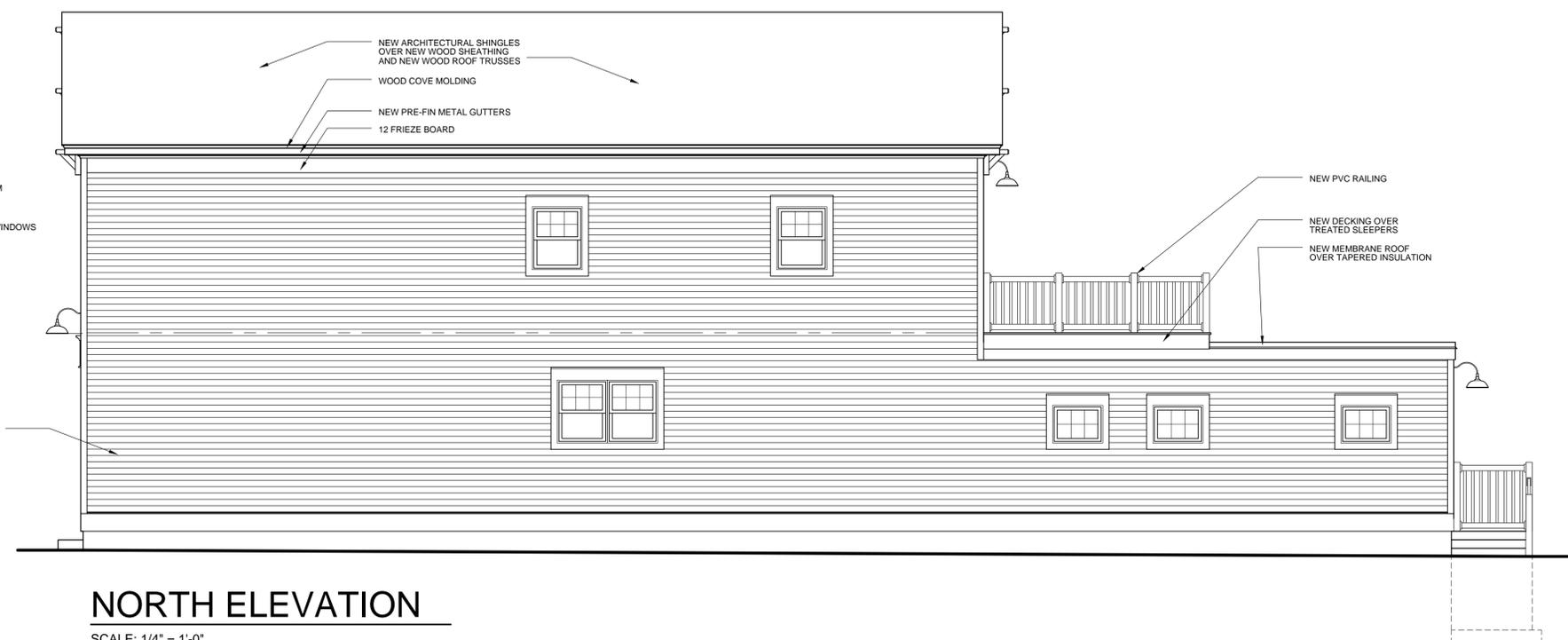
**EAST ELEVATION**

SCALE: 1/4" = 1'-0"



**WEST ELEVATION**

SCALE: 1/4" = 1'-0"



**NORTH ELEVATION**

SCALE: 1/4" = 1'-0"

**OWNER:**  
MEYER PROPERTY GROUP LLC  
42 NORTH MAIN STREET  
FOND DU LAC, WI

**PROJECT:**  
PORTLAND BUILDING  
14 SOUTH PORTLAND  
FOND DU LAC, WI

**PRELIMINARY SHEET DATES:**  
MARCH 30, 2015

**JOB NUMBER:**  
1502550  
**SHEET**

2015 © EXCEL ENGINEERING, INC.

**A2.0**

# ***CITY OF FOND DU LAC - Memorandum***

---

Department of Community Development

**Date:** April 30, 2015  
**To:** Downtown Architectural Review Board  
**From:** Joellyn Dahlin, Principal Planner  
**Re:** Project Review - 14 South Portland Street (Meyer Property Group LLC)

## **Project Analysis**

**Proposal:** Commercial building renovation – FINAL DESIGN.

**Historic Status:** N/A

The subject property is an existing commercial building on the west side of Portland Street midblock between Division and Sheboygan Streets. The site is across the street from the former *Trinity* restaurant and the Elks Lodge. The building has stood vacant for several years. Tentative plans for reuse anticipate a commercial use on the first floor and an apartment on the second floor. Use of the building entirely for residential is also a possibility.

A major renovation of the subject building is planned. A conceptual review of the project was reviewed and approved by the Downtown Architectural Review Board at its meeting of March 3, 2015. Materials, colors, and architectural design elements have been decided for final approval by DARB.

The structure is a two-story rectangular “box” constructed of concrete block with ceramic tile on the front of the building. Renovation plans call for new double-hung windows to replace existing windows and the use of 4” Smartside lap siding. Shepherd-hook light fixtures are planned for the front (east) and rear (west) facades. The construction of an 8/12 gable roof with architectural shingles to replace the flat roof and the construction of a rooftop deck on the lower level of the back of the building is planned. The color palette includes yellow (siding), white trim, grey roof shingles.

## **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 renovation complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The building is located in an area where a particular architectural style or theme is not prevalent. The neighborhood is an eclectic mix of style and materials and, reflective of this, flexibility in determining suitable materials for the subject building is warranted.

Community Development staff recommends approval of the project as proposed.

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

**PROJECT APPLICATION**

DATE SUBMITTED: 4/16/15 DARB MEETING DATE: 5/5/15

PROJECT LOCATION: 64 N. Main St.

BUSINESS NAME: Mix it up Bakery

**APPLICANT INFORMATION**

PROPERTY OWNER: Scott Page  
ADDRESS: 64 N. Main  
EMAIL ADDRESS: [REDACTED]  
PHONE: [REDACTED]

PROJECT REPRESENTATIVE: Scott Steffen / Wisconsin Signs + Neon  
\_\_\_ ARCHITECT \_\_\_ ENGINEER  CONTRACTOR \_\_\_ OTHER  
ADDRESS: 311 E 11<sup>th</sup> St. FDL  
EMAIL ADDRESS: [REDACTED]  
PHONE: [REDACTED]

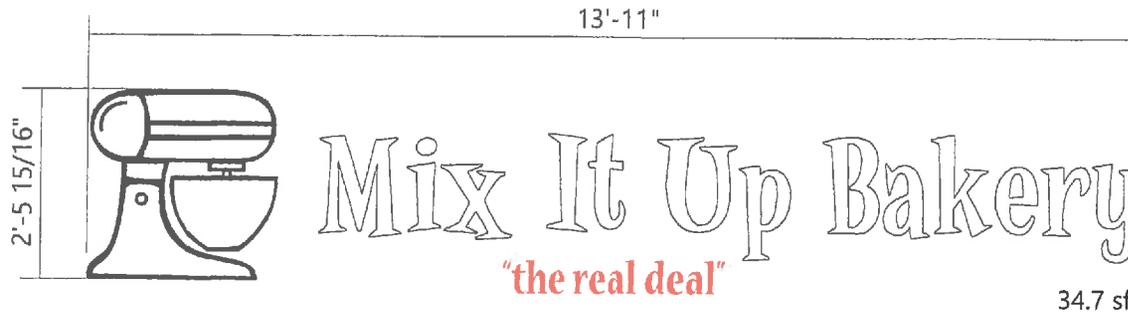
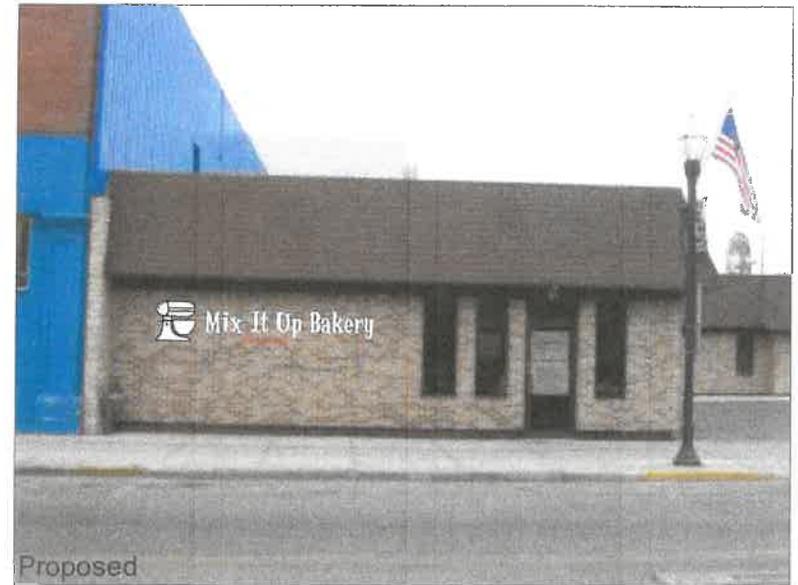
**PROJECT INFORMATION**

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

**DESCRIPTION OF PROPOSED PROJECT:**

Revised Wall Sign Proposal (Revised From 3/24/15 Submission)  
North + East Face Wall Signs - Clear Polycarbonate with vinyl  
graphics mounted with 1" stand offs. "Mixer" will be a second  
layer of white polycarbonate applied first surface to clear.

Exterior Polycarbonate  
with vinyl copy wall mounted with standoffs  
Option C



Scale: 1:30

**Wisconsin Signs**  
& Neon

*We work hard for your business!*

Phone: 920-267-5616

Fax: 920-922-6516

Fox Valley · Fond du Lac · Sheboygan

[www.signs10.com](http://www.signs10.com)

ANY USE OF THIS DESIGN WITHOUT THE EXPRESSED WRITTEN CONSENT OF "WISCONSIN SIGNS & NEON, LLC", WILL BE ASSESSED A MINIMUM \$500.00 FEE, OR ACTUAL ART AND DESIGN FEE, WHICHEVER IS GREATER.

THIS DOCUMENT IS OWNED BY, AND THE INFORMATION CONTAINED IN IT IS THE PROPRIETARY TO WISCONSIN SIGNS & NEON, LLC. BY RECEIPT HERE OF THE HOLDER AGREES NOT TO USE THE INFORMATION, DISCLOSE IT TO ANY THIRD PARTY, NOR REPRODUCE THIS DOCUMENT WITHOUT THE PRIOR WRITTEN CONSENT OF WISCONSIN SIGNS & NEON, LLC. HOLDER ALSO AGREES TO IMMEDIATELY RETURN THIS DOCUMENT UPON REQUEST OF WISCONSIN SIGNS & NEON, LLC.

APPROVED: \_\_\_\_\_

DATE: \_\_\_\_\_

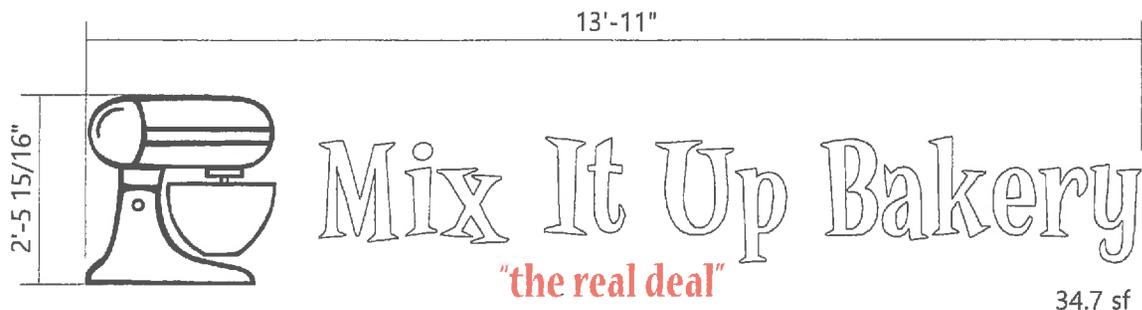
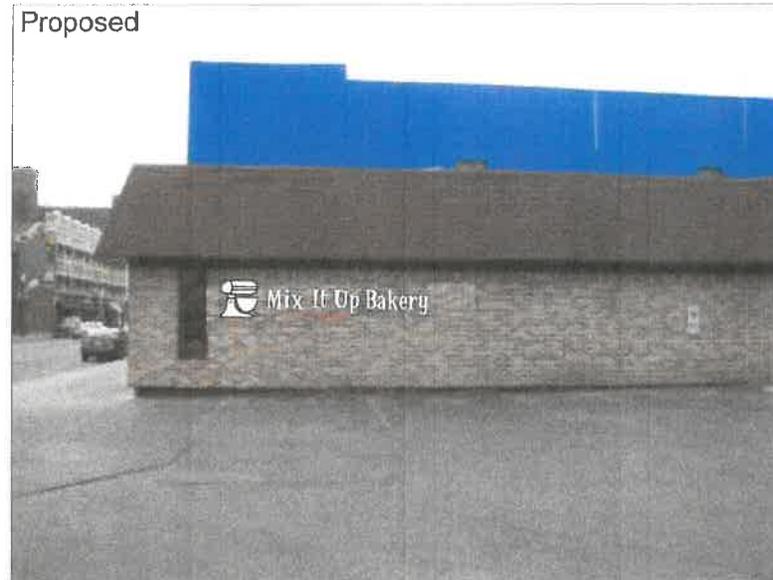
© 2015 WISCONSIN SIGNS & NEON

DATE:	04.15.14
DESIGNED BY:	Cassy
FILE NAME:	Mix It Up Bakery
PROJECT DESCRIPTION:	Wall Sign
PROOF NUMBER:	

**Please Note: All Goods Remain The Property of Wisconsin Signs & Neon, LLC Until Paid For In Full.**

**COLOR DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL PAINT, FINAL PRINT, VINYL, OR NEON COLORS THAT WILL BE USED ON OR IN THE DESIGN SHOWN.**

Exterior Polycarbonate  
with vinyl copy wall mounted with standoffs  
Option C



Scale: 1:30

**Wisconsin Signs**  
& Neon

*We work hard for your business!*

Phone: 920-267-5616

Fax: 920-922-6516

Fox Valley · Fond du Lac · Sheboygan

[www.signs10.com](http://www.signs10.com)

ANY USE OF THIS DESIGN WITHOUT THE EXPRESSED WRITTEN CONSENT OF "WISCONSIN SIGNS & NEON, LLC", WILL BE ASSESSED A MINIMUM \$500.00 FEE, OR ACTUAL ART AND DESIGN FEE, WHICHEVER IS GREATER.

THIS DOCUMENT IS OWNED BY, AND THE INFORMATION CONTAINED IN IT IS THE PROPRIETARY TO WISCONSIN SIGNS & NEON, LLC. BY RECEIPT HERE OF THE HOLDER AGREES NOT TO USE THE INFORMATION, DISCLOSE IT TO ANY THIRD PARTY, NOR REPRODUCE THIS DOCUMENT WITHOUT THE PRIOR WRITTEN CONSENT OF WISCONSIN SIGNS & NEON, LLC. HOLDER ALSO AGREES TO IMMEDIATELY RETURN THIS DOCUMENT UPON REQUEST OF WISCONSIN SIGNS & NEON, LLC.

APPROVED: \_\_\_\_\_

DATE: \_\_\_\_\_

© 2015 WISCONSIN SIGNS & NEON

DATE:	04.15.14
DESIGNED BY:	Cassy
FILE NAME:	Mix It Up Bakery
PROJECT DESCRIPTION:	Wall Sign
PROOF NUMBER:	

**Please Note: All Goods Remain The Property of Wisconsin Signs & Neon, LLC Until Paid For In Full.**

**COLOR DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL PAINT, FINAL PRINT, VINYL, OR NEON COLORS THAT WILL BE USED ON OR IN THE DESIGN SHOWN.**

# ***CITY OF FOND DU LAC - Memorandum***

---

Department of Community Development

**Date:** April 30, 2015  
**To:** Downtown Architectural Review Board  
**From:** Joellyn Dahlin, Principal Planner  
**Re:** Project Review – 64 North Main Street                      **REVISED PROPOSAL**

<b>Project Analysis</b>
-------------------------

**Proposal:** Wall signs – north and east facades.

**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 North Main and Merrill Streets. Signage is proposed for a new business in the building, *Mix It Up Bakery*. A sign proposal was considered by the Downtown Architectural Review Board last month. The wall sign proposal has been redesigned.

A wall sign is proposed on the north façade and also the east (front) façade of the building. The sign design is composed of a clear polycarbonate panel with vinyl graphics mounted with 1” standoffs. The “mixer” logo is a second layer of white polycarbonate.

The clear sign panel will give the illusion of individual letters and will allow easy wall mounting to protect the integrity of the brick wall material. Each sign is the same size and complies with zoning regulations for allowable size. The proposed signs will provide a cohesive sign design for both facades 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 wall signage as proposed.

As previously noted in communications to the property owner, sign contractor and the Downtown Architectural Review Board, the nonconforming cabinet sign must be removed prior to the installation of any new signage. This is a zoning code requirement and applies regardless of any action taken by the Downtown Architectural Review Board.

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

**PROJECT APPLICATION**

DATE SUBMITTED: 4/21/15 DARB MEETING DATE: 5/5/15

PROJECT LOCATION: 31 S Main

BUSINESS NAME: Lillians

**APPLICANT INFORMATION**

**PROPERTY OWNER:** \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE: (\_\_\_\_) \_\_\_\_\_

**PROJECT REPRESENTATIVE:** John Papenheim

\_\_\_ ARCHITECT \_\_\_ ENGINEER \_\_\_ CONTRACTOR  OTHER

ADDRESS: 15 5th Street

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:

Install 6'x3' dimensional wall sign  
on Sheboygan Street side.



Sign is mounted flush to wall.

Lillians has 39' frontage on Main, 38' on Sheboygan. (Just Lillians, not the whole building)

The proposed sign is 18 sq ft.- 6'x3'. 76 sq. ft signage is allowed on Sheboygan Street side.  
Materials- Dibond face, dimensional, Painted 6mm PVC border and lettering/ logo. Approx 2" thick "sandwich" construction with HDU foam to provide additional dimension and stand-off from the wall.



Existing Facade



Colors: Lillians purple, white and nutmeg brown.

# ***CITY OF FOND DU LAC - Memorandum***

---

Department of Community Development

**Date:** April 30, 2015  
**To:** Downtown Architectural Review Board  
**From:** Joellyn Dahlin, Principal Planner  
**Re:** Project Review – 31 South Main Street

## **Project Analysis**

**Proposal:** Install wall sign on south façade (Sheboygan Street).

**Historic Status:** Noncontributing Property – North Main Street Historic District (North Main Street Historic District is a national district. The subject building is part of the Retlaw office building and is not a designated historic site. The Retlaw Theater, 23 South Main, is a designated historic site that requires historic review.)

**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 commonly known as the Retlaw office building; the building is immediately south of the Retlaw Theater. A specialty women's shop - *Lillians* - will occupy new tenant space with storefronts on both Main Street and Sheboygan Street.

The Downtown Architectural Review Board approved a projecting sign at last month's meeting for the Main Street façade of the business. The original proposal also included a projecting sign for the Sheboygan Street façade of the business. Because zoning regulations allow only one projecting sign for a building, the second projecting sign is not a consideration and a wall sign for the Sheboygan Street façade is now proposed.

The proposed wall sign is the same color and design approved for the projecting sign. The sign construction is a dimensional Dibond face with a painted PVC border and lettering. The oval sign measures 3'x6'; the sign area complies with zoning regulations.

## 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 wall sign as proposed.

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

**PROJECT APPLICATION**

DATE SUBMITTED: 4/22/15 DARB MEETING DATE: 5/5/15

PROJECT LOCATION: 21 E 2<sup>nd</sup> St.

BUSINESS NAME: HealthCare Solutions - Multi-Tenants

**APPLICANT INFORMATION**

PROPERTY OWNER: Michael LeB

ADDRESS: 1315 Main / Suite 103 - FDL

EMAIL ADDRESS: [REDACTED]

PHONE: [REDACTED]

PROJECT REPRESENTATIVE: Scott Steffen / Wisconsin Signs + Neon

ARCHITECT  ENGINEER  CONTRACTOR  OTHER

ADDRESS: 311 E 11<sup>th</sup> St. Fond du Lac, WI 54935

EMAIL ADDRESS: [REDACTED]

PHONE: [REDACTED]

**PROJECT INFORMATION**

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

DESCRIPTION OF PROPOSED PROJECT:

Wall Signs For (4) Tenants. (2-Front/2<sup>nd</sup> St. South Face + 2-Back/1<sup>st</sup> Street Parking Lot North Face.)  
Each Flat Sign Panel Framed with Composite "Masonry Look" Material with Accent Corners. Graphics Digitally Printed. Approximate 1.125" OFF WALL FACE.  
Also, Small 2'x3' Directory Signs at Both Entrances. Black AluPanel with White Changeable Vinyl Copy.

Existing Front (South) Facade



**NOTE:**

These plans have been produced exclusively for the Owner listed in the title block. Any reproduction or use of these plans without the written consent of the Owner and Architect is prohibited. Although every effort has been made in preparing these plans and checking them for accuracy; the Contractor (s) must check all dimensions and details and be responsible for the same.

### Elevation Key Notes

- 1 New 9'-11"x4'-6" Metal Clad Wood Framed Windows, w/Clear Glass & 6" Trim
- 2 New 6'-0"x2'-10" Metal Clad Wood Framed Windows , w/Clear Glass & 6" Trim
- 3 New Black Awning
- 4 Paint - Color - Light Gray
- 5 Paint - Color - Medium Grey
- 6 Tenant Signs

### Demo Notes

- A Removal of Window/Frame & Trim - Infill/Stud Work ; Drywall, Insulation System - Match Existing
- B Removal of Existing Exterior Wall for New Window Opening. Add Lintel as noted.

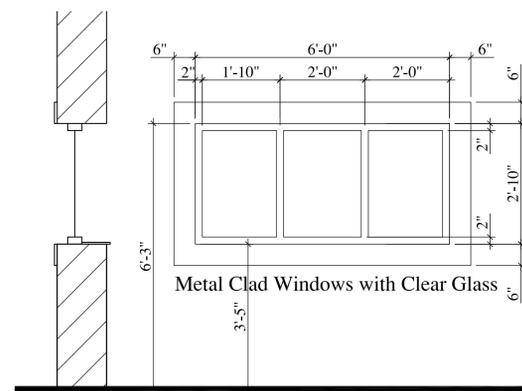
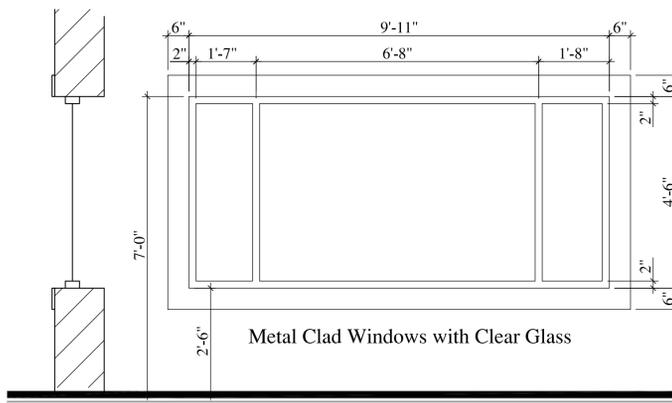
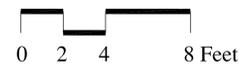
### Lintel Notes

- L1 (3) Steel Angles, 6"x4"x $\frac{7}{16}$ " w/ 8" Bearing @ Each End
- L2 W8x18 w/ $\frac{3}{8}$ "x8"x11" Plate ; w/8" Bearing Each End



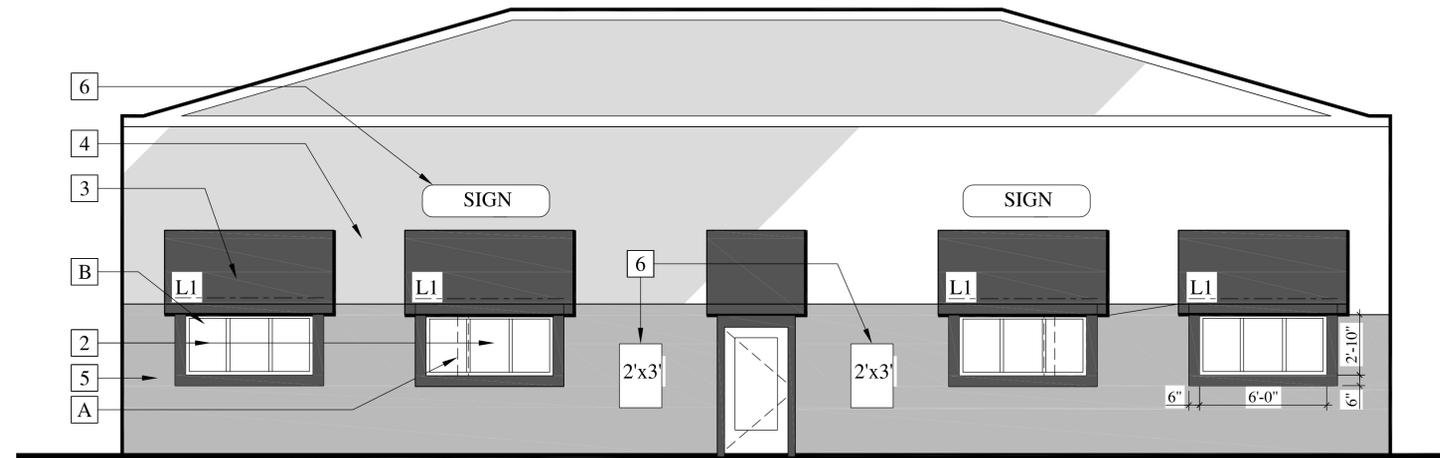
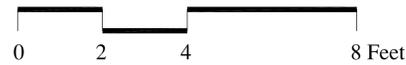
### South Elevation

Scale: 1/4" = 1'-0"



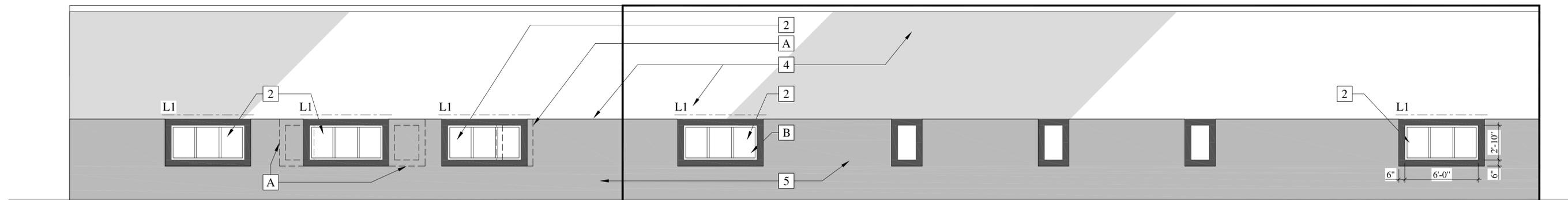
### Window 1&2 Section/Elevation

Scale: 1/2" = 1'-0"



### North Elevation

Scale: 1/4" = 1'-0"



### East Elevation

Scale: 1/4" = 1'-0"

# proposed ELEVATIONS

02.25.2015

**TOM W. MEIKLEJOHN, III AIA**  
 ARCHITECT  
 79 East Division Street  
 Fond du Lac, Wisconsin  
 p (920) 923-3163

Exterior Remodel For:  
**21 E Second St**  
 E 21 Second St,  
 Fond du Lac, WI

2015.15

1 OF 1

# PROPOSED WALL SIGNS



## PROJECT DESCRIPTION

Scale: 1:20

**Wisconsin Signs**  
& Neon

*We work hard for your business!*

Phone: 920-267-5616

Fax: 920-922-6516

Fox Valley · Fond du Lac · Sheboygan

[www.signs10.com](http://www.signs10.com)

ANY USE OF THIS DESIGN WITHOUT THE EXPRESSED WRITTEN CONSENT OF "WISCONSIN SIGNS & NEON, LLC", WILL BE ASSESSED A MINIMUM \$500.00 FEE, OR ACTUAL ART AND DESIGN FEE, WHICHEVER IS GREATER.

THIS DOCUMENT IS OWNED BY, AND THE INFORMATION CONTAINED IN IT IS THE PROPRIETARY TO WISCONSIN SIGNS & NEON, LLC. BY RECEIPT HERE OF THE HOLDER AGREES NOT TO USE THE INFORMATION, DISCLOSE IT TO ANY THIRD PARTY, NOR REPRODUCE THIS DOCUMENT WITHOUT THE PRIOR WRITTEN CONSENT OF WISCONSIN SIGNS & NEON, LLC. HOLDER ALSO AGREES TO IMMEDIATELY RETURN THIS DOCUMENT UPON REQUEST OF WISCONSIN SIGNS & NEON, LLC.

APPROVED: \_\_\_\_\_

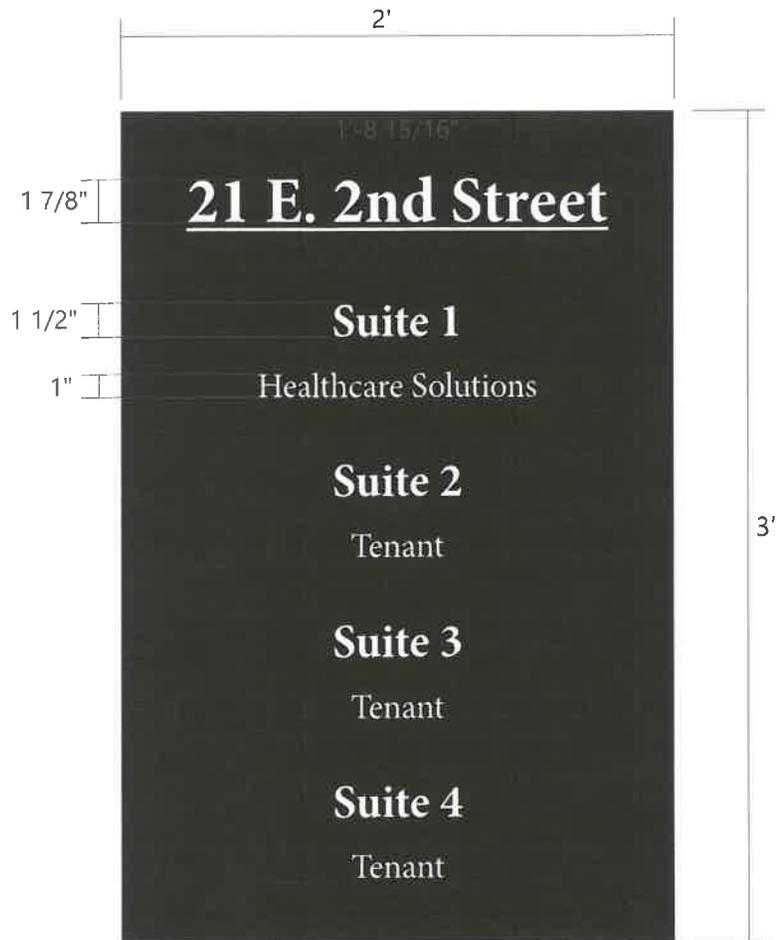
DATE: \_\_\_\_\_

© 2015 WISCONSIN SIGNS & NEON

DATE:	04.21.15
DESIGNED BY:	Cassy
FILE NAME:	HealthCare Solutions
PROJECT DESCRIPTION:	Tenant Signs
PROOF NUMBER:	

**Please Note: All Goods Remain The Property of Wisconsin Signs & Neon, LLC Until Paid For In Full.**

**COLOR DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL PAINT, FINAL PRINT, VINYL, OR NEON COLORS THAT WILL BE USED ON OR IN THE DESIGN SHOWN.**



**PROJECT DESCRIPTION**

Scale: 1:8

**Wisconsin Signs**  
*& Neon*

*We work hard for your business!*

Phone: 920-267-5616  
 Fax: 920-922-6516

Fox Valley · Fond du Lac · Sheboygan  
[www.signs10.com](http://www.signs10.com)

ANY USE OF THIS DESIGN WITHOUT THE EXPRESSED WRITTEN CONSENT OF "WISCONSIN SIGNS & NEON, LLC", WILL BE ASSESSED A MINIMUM \$500.00 FEE, OR ACTUAL ART AND DESIGN FEE, WHICHEVER IS GREATER.

THIS DOCUMENT IS OWNED BY, AND THE INFORMATION CONTAINED IN IT IS THE PROPRIETARY TO WISCONSIN SIGNS & NEON, LLC. BY RECEIPT HERE OF THE HOLDER AGREES NOT TO USE THE INFORMATION, DISCLOSE IT TO ANY THIRD PARTY, NOR REPRODUCE THIS DOCUMENT WITHOUT THE PRIOR WRITTEN CONSENT OF WISCONSIN SIGNS & NEON, LLC. HOLDER ALSO AGREES TO IMMEDIATELY RETURN THIS DOCUMENT UPON REQUEST OF WISCONSIN SIGNS & NEON, LLC.

APPROVED: \_\_\_\_\_

DATE: \_\_\_\_\_

© 2015 WISCONSIN SIGNS & NEON

DATE:	04.21.15
DESIGNED BY:	Cassy
FILE NAME:	HealthCare Solutions
PROJECT DESCRIPTION:	Directory
PROOF NUMBER:	

**Please Note: All Goods Remain The Property of Wisconsin Signs & Neon, LLC Until Paid For In Full.**

**COLOR DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL PAINT, FINAL PRINT, VINYL, OR NEON COLORS THAT WILL BE USED ON OR IN THE DESIGN SHOWN.**



**PROJECT DESCRIPTION**

**Wisconsin Signs**  
*& Neon*

*We work hard for your business!*

Phone: 920-267-5616

Fax: 920-922-6516

Fox Valley · Fond du Lac · Sheboygan

www.signs10.com

ANY USE OF THIS DESIGN WITHOUT THE EXPRESSED WRITTEN CONSENT OF "WISCONSIN SIGNS & NEON, LLC", WILL BE ASSESSED A MINIMUM \$500.00 FEE, OR ACTUAL ART AND DESIGN FEE, WHICHEVER IS GREATER.

THIS DOCUMENT IS OWNED BY, AND THE INFORMATION CONTAINED IN IT IS THE PROPRIETARY TO WISCONSIN SIGNS & NEON, LLC. BY RECEIPT HERE OF THE HOLDER AGREES NOT TO USE THE INFORMATION, DISCLOSE IT TO ANY THIRD PARTY, NOR REPRODUCE THIS DOCUMENT WITHOUT THE PRIOR WRITTEN CONSENT OF WISCONSIN SIGNS & NEON, LLC. HOLDER ALSO AGREES TO IMMEDIATELY RETURN THIS DOCUMENT UPON REQUEST OF WISCONSIN SIGNS & NEON, LLC.

APPROVED: \_\_\_\_\_

DATE: \_\_\_\_\_

© 2015 WISCONSIN SIGNS & NEON

DATE:	04.21.15
DESIGNED BY:	Cassy
FILE NAME:	HealthCare Solutions
PROJECT DESCRIPTION:	Tenant Signs
PROOF NUMBER:	

**Please Note: All Goods Remain The Property of Wisconsin Signs & Neon, LLC Until Paid For In Full.**

**COLOR DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL PAINT, FINAL PRINT, VINYL, OR NEON COLORS THAT WILL BE USED ON OR IN THE DESIGN SHOWN.**

# ***CITY OF FOND DU LAC - Memorandum***

---

Department of Community Development

**Date:** April 30, 2015  
**To:** Downtown Architectural Review Board  
**From:** Joellyn Dahlin, Principal Planner  
**Re:** Project Review – 21 E 2<sup>nd</sup> Street (Heathcare Solutions – Michael Leb)

## **Project Analysis**

**Proposal:** Install wall signs on south and north facades.

**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 Downtown Architectural Review Board must also determine that the proposed signage complies with the intent of its conditional approval of a renovation plan for the subject building.

The subject property is commercial building at the northwest corner of East 2<sup>nd</sup> Street and Portland Street. A renovation plan for significant changes to the building was approved in March by the Downtown Architectural Review Board. In approving the project, design expectations for signage were addressed. The project approval stipulated: “Signage for the main façade should consider the architecture and design of the building; the use of aluminum or plastic sign boards is highly discouraged.”

The building provides tenant space for multiple businesses. Four wall signs are proposed; two on the main façade on Second Street and two on the north wall facing the parking lot. Although the project application for signage identifies only one tenant, presumably the four signs are a uniform design and size (2’10” x 8’10”).

The proposed sign is a Dibond panel with digitally printed graphics. The sign is framed with a composite faux masonry material with accent corners. A black Alupanel

2'x3' directory wall sign with white changeable vinyl copy is planned at both entrances to the building for tenant information.

## 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.

In considering suitable for the building, the Downtown Architectural Review Board must also consider the approved renovation plan including the expectation for appropriate signage, specifically: “Signage for the main façade should consider the architecture and design of the building; the use of aluminum or plastic sign boards is highly discouraged.”

Should the Board determine that the proposed composite signs are appropriate for the building, a motion for approval should include the following conditions:

1. Sign size shall be uniform and in compliance with zoning regulations for allowable area.
2. Sign design shall be uniform and utilize the same background color for each sign panel.