

# DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

July 7, 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

June 2, 2015

## III. ACTIONS

### A. 52 Sheboygan Street

Applicant: Fond du Lac Public Library  
Project Representative: Terri Fleming  
Project: Install new wall sign to identify *CHAPTER 52* and  
*BOOKSTORE*.

### B. 11 East 2<sup>nd</sup> Street

Applicant: Jessica Koepke dba *1848*  
Project Representative: Jessica Koepke  
Project: Paint exterior of building, install new wall sign on main  
façade, modify nonconforming projecting 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**

June 2, 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  
Jamie Molitor  
Steve Schoofs

Absent: Terrence Gaffney  
Tom Meiklejohn III  
Stan Ramaker  
Sarah Van Buren

Administrative Staff: Joellyn Dahlin, Principal Planner

Chairperson Draves declared a quorum present.

## **APPROVAL OF MINUTES**

May 5, 2015

Motion made by Molitor to approve the minutes of the regular meeting of the May 5, 2015 Downtown Architectural Review Board as presented.

Seconded by Draves.

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

Carried.

## ACTIONS

### **30 South Main Street** (*Marian University*)

Project: Install new wall sign to identify *Marian University*.

Appearance:

Mark Smith, Project Representative, N5528 Miranda Way

Brent Skiba, Petitioner's Representative, 45 South National Avenue

Motion made by Schoofs to approve the project, based on findings 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.

Seconded by Molitor.

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

Carried.

### **123 South Main Street** (*Reminiscence*)

Project: Install one projecting sign and one wall sign to identify *Reminiscence*.

Appearance:

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

Motion made by Draves to approve the project based on findings 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.

Seconded by Schoofs.

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

Carried.

**DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES**

June 2, 2015

Page 3

**ADJOURN**

Motion made by Schoofs to adjourn.

Seconded by Molitor.

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

Carried.

Meeting adjourned at 12:07 p.m.

MARGARET HEFTER, CITY CLERK

MH/ke

# DOWNTOWN DESIGN REVIEW



PROJECT LOCATION: 52 Sheboygan St.

BUSINESS NAME: Chapter 52 Bookstore

## APPLICANT INFORMATION

PROJECT REPRESENTATIVE     BUSINESS OWNER     PROPERTY OWNER

ADDRESS: FDL Public Library, 32 Sheboygan St.

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

Letter size: 6-8" high  
 Total length of  
 'Chapter 52': 78-104"  
 Material: Metal

## DESCRIPTION OF PROPOSED PROJECT

Business name exterior sign on front-door  
overhang. ~~Design~~ Design created by  
Joe Lanniczak of Wisc. Main Street

**Submit application package to the Community Development Office**  
 (4<sup>th</sup> 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](mailto:jdahlin@fdl.wi.gov)

**CHAPTER 52**  
**BOOKSTORE**



# HALO SIGN LIGHTING - SAMPLE



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

---

Department of Community Development

**Date:** July 2, 2015  
**To:** Downtown Architectural Review Board  
**From:** Joellyn Dahlin, Principal Planner  
**Re:** Project Review – 52 Sheboygan Street

## **Project Analysis**

**Proposal:** New wall sign (Chapter 52/Fond du Lac Public Library)  
**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 Fond du Lac Public Library is transforming the former pharmacy at 52 Sheboygan Street into a bookstore. The building is a separate structure situated east of the Library. To identify the new book store, signage is planned.

The proposed signage was designed by Joe Lawniczak of Wisconsin Main Street. The unique sign identifies the name of the building and its purpose. The sign features metal letters on the top edge of the canopy (CHAPTER 52) located at the entrance to the building and also suspended from the underside of the canopy (BOOKSTORE). The letters are 6-8” high and extend 78-104” along the length of the canopy. The name identification sign would be illuminated with halo lighting. Lighting is not planned for the “bookstore” portion of the sign. Halo lighting is accomplished by projecting light back from the inside of the sign letter to provide a subtle lighting effect. Halo lighting is not the same as the internal illumination typical of cabinet signs.

## 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.

# DOWNTOWN DESIGN REVIEW



**PROJECT LOCATION:** 11 E 2nd St.

**BUSINESS NAME:** 1848

## APPLICANT INFORMATION

PROJECT REPRESENTATIVE     BUSINESS OWNER     PROPERTY OWNER

ADDRESS: 114 Everett St. Fond du Lac, WI 54935

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

Front paint:  
1st story only

Rear:  
1st & 2nd story

## DESCRIPTION OF PROPOSED PROJECT

Paint exterior walls in the front and back of the building blue. Paint exterior doors, trim, window trim, and molding separating 1st & 2nd floors brown. Cover signs in the back of the building with ~~the~~ 1848 logo. Put the

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

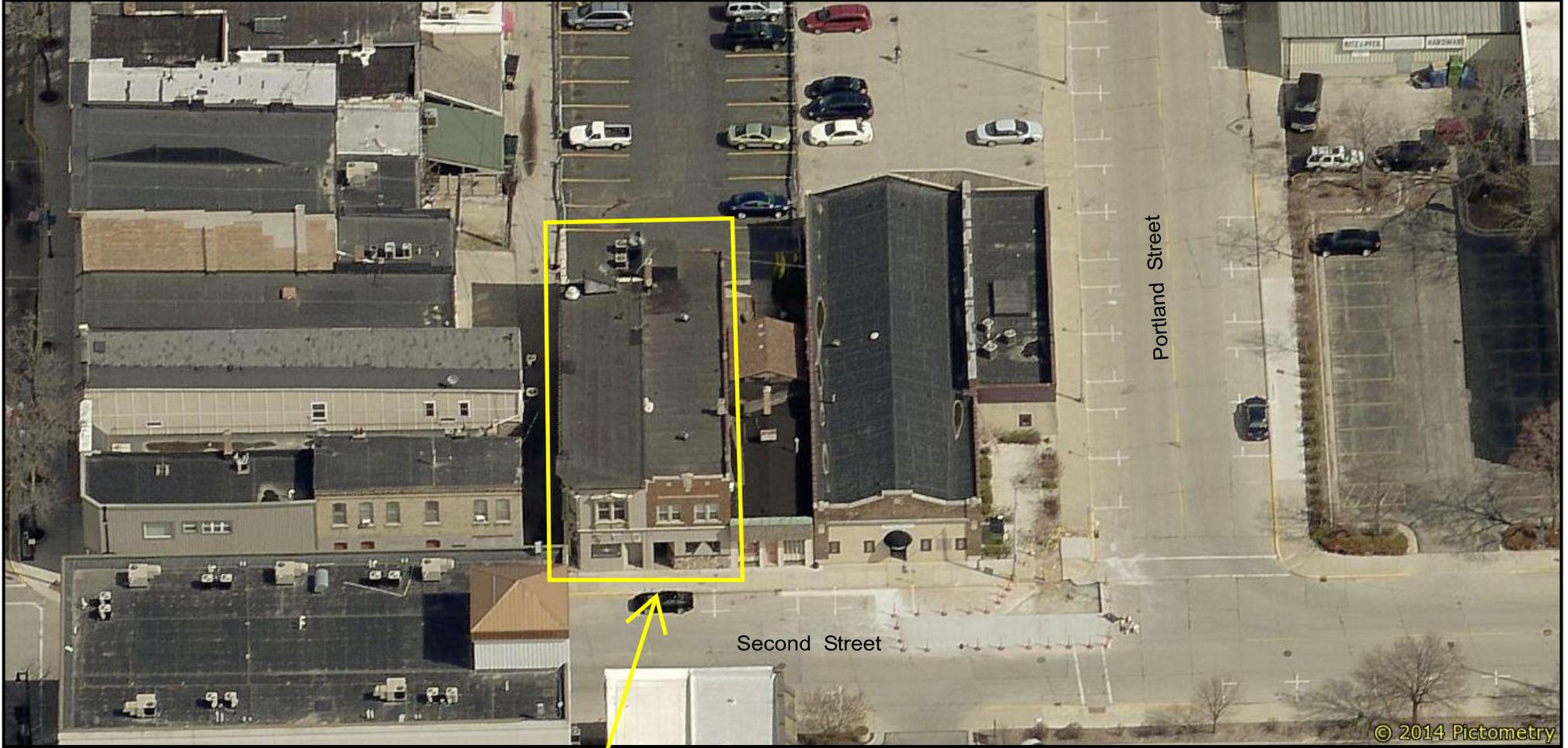
The submittal of a project application package via email is acceptable.

Please contact the Community Development office at (920) 322-3440 prior to submittal.

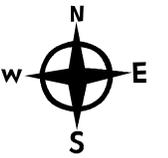
Electronic application submittals should be directed: [jdahlin@fdl.wi.gov](mailto:jdahlin@fdl.wi.gov)

numbers  
1848 on  
front of

the building. The numerals will be ~ 24" long



site





PROPOSED TRIM COLOR



PROPOSED WALL COLOR: FIRST STORY ONLY



12'  
4"

1  
8  
4  
8

4' 6"

7' 6"

36' 10"

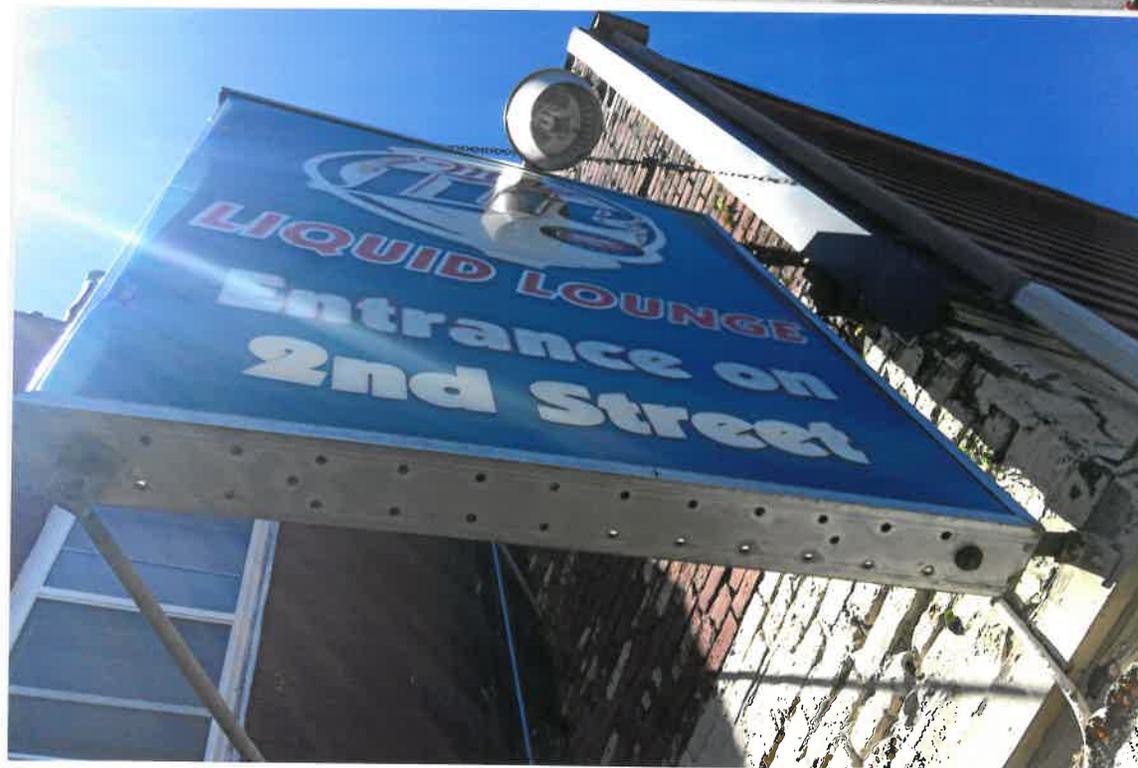
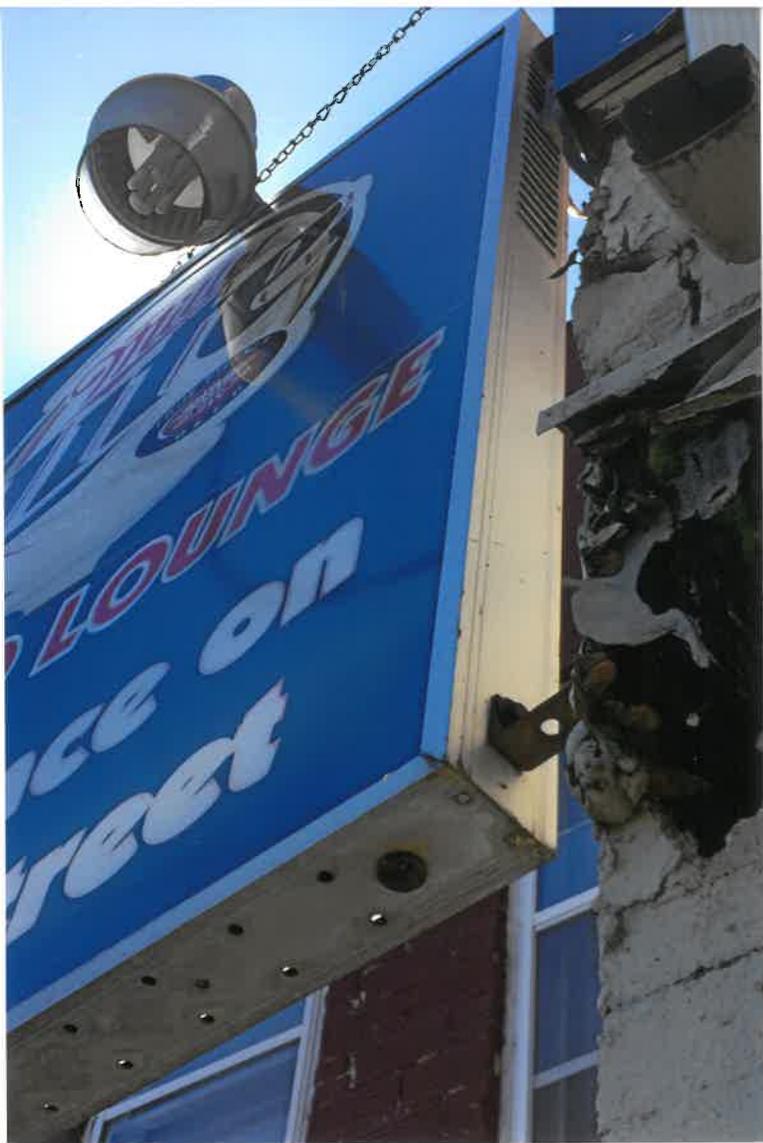
LOCATION OF NEW WALL SIGN (LETTERS)



WINDOW SIGN GRAPHIC



LOCAL PUB  
LOCAL GRUB



Nonconforming Projecting Cabinet Sign  
(NORTH SIDE OF BUILDING FACING PARKING LOT)



*Complementary Paint Colors*



*Complementary Paint Colors*

## Paint Color

The color of a building, window trim or door is, to some extent, a personal decision. It is an expression of yourself and your commercial establishment. However, there are other issues to consider. The following guidelines can help you decide what colors to use on your building.

- Look at your building in the context of the entire block or downtown. The color of your building can affect the overall character of a street.
- Traditionally, building trim was painted as decoration, often in a contrasting shade lighter or darker than the primary building color. This paint treatment defined the trim, but it was not so overpowering that the trim colors dominated the building.
- Aluminum frames have frequently replaced traditional wood doors and windows. The shine and metallic color of aluminum does not complement historic buildings, therefore, paint it a more neutral color or choose darker, anodized frames.
- Paint color should be used to tie together all building elements, including the cornice, upper facade, windows, storefront and doors. To do this, limit the number of colors you use; in most cases, choose no more than three colors, and select complementary colors.
- Building color should be non-reflective and relate to existing neighborhood patterns. High intensity, florescent, day glow and/or neon, and metallic colors are discouraged; where such colors constitute a component of a standardized corporate theme or identity, muted versions of colors should be used.

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

---

Department of Community Development

**Date:** July 2, 2015  
**To:** Downtown Architectural Review Board  
**From:** Joellyn Dahlin, Principal Planner  
**Re:** Project Review – 11 East 2<sup>nd</sup> Street (1848 – Jessica Koepke)

## **Project Analysis**

**Proposal:** Paint exterior of building, install new sign on main façade, modify existing nonconforming projecting sign.

**Historic Status:** N/A

**Design Review:** The Downtown Architectural Review Board must determine that the proposed change to the building appearance and the new 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 two-story brick building is located on East 2<sup>nd</sup> Street between Main and Portland. The building has a history of use for a bar (most recently *Stealing Second*); the second floor of the building is used for apartments. A new tenant proposes to establish a Wisconsin-themed restaurant and bar (*1848*) within the first floor of the building.

The lower level of the main façade is mostly covered with T-111 wood siding; decorative stone covers the lower half of the wall east of the front entry. The painted brick on the west half of the second story currently matches the color of the first floor siding. The brick on the east half of the second story is not painted, nor is the brick painted on the west (alley) façade. The rear (north side) of the building is painted two colors.

New paint is proposed for the first story of the front of the building; the second story would remain “as-is”. New paint is also proposed for both stories of the rear elevation. No change to the west (alley) side of the building is planned. The color chips included with the project application propose a bright blue wall color and dark brown trim.

The requirements of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Design Guidelines discuss factors in determining appropriate paint color, such as the color of a building in the context of the block or street on which it is located, and the consideration of continuity of color within a particular building. The guidelines recommend that paint colors tie together all of the elements of a building and suggest low intensity colors that relate to the neighborhood.

In considering the bright blue and dark brown colors planned for the subject building, and the plan to paint only certain portions of the building, these choices would offer a stark contrast for the building and the neighborhood. The use of multiple colors gives the appearance of a “patchwork” pattern where colors contrast rather than complement one another. A desired alternative would use a palette of earth tone or subtle colors.

In addition to the exterior paint, signage is also planned for the new business. Individual white plastic letters to identify the business name (*1848*) on the front of the building would be situated in a vertical alignment on the west end of the building. The sign plan also proposes to cover the face of an existing projecting cabinet sign with the business logo. The existing projecting sign is a nonconforming sign located at the rear of the building that identifies a previous tenant (*Liquid Lounge*). The sign has been unchanged and unused since 2010 when the *Liquid Lounge* ceased business operations.

Alteration of the projecting sign is not an option. Zoning regulations require removal of a nonconforming sign when the business or activity identified by the sign has not been conducted for a period of six months or more. In addition, and specific to the Downtown Design District, zoning regulations state that no projecting cabinet sign installed prior to September 1, 2012 shall be modified, altered, refurbished or replaced, including the replacement or refacing of sign panels, and further state that the sign must be removed prior to the installation of any new signage.

## 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

In evaluating exterior paint color the Downtown Architectural Review Board must consider the color scheme of other buildings in proximity to the property in question, as well as the overall desired appearance of the downtown. The Board must also determine that a proposed color palette ties together all of the building elements, utilizing complementary colors.

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

Reflective of the requirements of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Guidelines, Community Development staff recommends a conditional approval of the proposed project:

1. Wall sign (main façade): Approve individual letters as proposed. A building permit is required prior to the installation of signage. The nonconforming projecting sign (north façade) must be removed prior to the installation of any new signage or within 60 days of occupancy of the building, whichever occurs first. (Note: This is a zoning code requirement and applies regardless of any action taken by the Downtown Architectural Review Board.)
2. Exterior paint (front façade): Use earth tone wall color with accent color for window and door frames. The area of paint shall correspond to the existing area of paint (first and second building stories). Color samples shall be provided to Community Development staff for approval.
3. Exterior paint (rear façade): Use earth tone wall color with accent color for window and door frames. The area of paint shall affect the entire building façade (i.e. first and second stories). Color samples shall be provided to Community Development staff for approval.