

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

March 5, 2024

12:00 PM

Meeting Room A

City-County Government Center

160 South Macy St
Fond du Lac, Wisconsin

I. Call To Order

- A. Attendance
- B. Declaration Quorum Present

II. Approval of Minutes

- A. January 2, 2024

III. Actions

- A. 18 East Division St (18 Hands Alehouse)
Proposal: New Projecting Sign
Applicant: 18 Hands Alehouse/Signarama

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 AGENDA
CITY OF FOND DU LAC, WISCONSIN
January 2, 2024

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB_Minutes_1.2.2024.pdf

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

January 2, 2024

12:00 P.M.

Meeting Room A
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

CALL TO ORDER

ROLL CALL:

Present: Timothy Kent
Sam Meyer
Shawn Willey

Absent: Chris Smith

Administrative Staff: Dyann Benson, Community Development Director

Others in Attendance: Amy Hansen, Executive Director
Downtown Fond du Lac Partnership

Chair Kent declared a quorum present at 12:00 p.m.

APPROVAL OF MINUTES

Motion made by Meyer to approve the minutes of the December 5, 2023 meeting of the Downtown Architectural Review Board.

Seconded by Willey.

ROLL CALL VOTE: Aye – Kent, Meyer, Willey
Nay – None

Carried.

ACTIONS

36 East 3rd Street

Exterior façade renovations

Appeared in Support:

Steve Schoofs, Project Architect

Mike Leb, Property Owner

Motion made by Kent to approve the alterations as proposed with the condition listed.
The project approval is based on findings that the proposed alterations comply with the

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

January 2, 2024

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spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

1. Building permits required before undertaking the project.

Seconded by Meyer.

ROLL CALL VOTE: Aye – Kent, Meyer, Willey
 Nay – None

Carried.

ADJOURN

Motion made by Kent to adjourn.

Seconded by Willey.

ROLL CALL VOTE: Aye – Kent, Meyer, Willey
 Nay – None

Carried.

Meeting adjourned at 12:06 p.m.

MARGARET HEFTER, CITY CLERK

DB/ss

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
18 East Division St (18 Hands Alehouse)**

Subject: Proposal: New Projecting Sign
Applicant: 18 Hands Alehouse/Signarama

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

18_Hands_DARB_Memo.pdf

18_Hands_DARB_App_redacted.pdf

18_Hands_Proposal.pdf

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: February 24, 2024
To: Downtown Architectural Review Board
From: Dyann Benson, Community Development Director
Re: Project Review – 18 E Division Street (18 Hands Alehouse)

Project Analysis

Proposal: New Projecting Sign
Historic Status: N/A
Design Review: The Downtown Architectural Review Board must determine if the proposed projecting sign is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

The property at 18 East Division Street is home to 18 Hands Alehouse. The property is located within the C-1 Central Business District.

The proposed sign complies with sign regulations for the C-1 District for square footage, location, and materials. The sign is 10.6 sq ft with 12 inch width. The sign has more nontraditional sign and alludes to historic signage design. It has white lettering, a black background with a graphic detail. The sign is not illuminated.

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 viability of the district.

Relevant Code Sections:

720-83 C. Sign design.

Sign shape, color, materials and illumination shall be complementary to the character and architecture of the building for which it is affixed. Signage shall reflect, to the extent practical and appropriate, the Downtown Fond du Lac Partnership Design Guidelines, as may be amended from time to time.

DARB Action

The Downtown Architectural Review Board must determine if the proposed projecting sign is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 18 East Division Street
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)			
Name: <u>Sam Meyer</u>			
Business Name: <u>Meyer Property Group LLC / 18 Hands Ale House</u>			
Mailing Address: <u>42 North Main</u>	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address: [REDACTED]		Phone Number: [REDACTED]	
Project Representative (Complete this information if the project representative is not the project applicant)			
Name: <u>Signarama - FDL / Dan Nielsen</u>			
Mailing Address: <u>115528 Miranda Way</u>	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54937</u>
Email Address: [REDACTED]		Phone Number: [REDACTED]	
Landowner (Complete this information if the project applicant is not the property owner.)			
Name:			
Mailing Address:	City:	State:	ZIP:
Land Use Information - Project Site			
Describe the use of the building: <u>Tavern</u>			
If the proposed project involves a new business or use, identify the most recent use of the building:			
Acknowledgement for Project Completion (Landowner or Tenant)			
As the responsible party for the project, I hereby acknowledge that failure to complete the project as approved by the Downtown Architectural Review Board may result in a requirement to modify and/or redo work and/or delay occupancy.			
[Signature] SIGNATURE		[Date] DATE	

PROJECT DETAILS

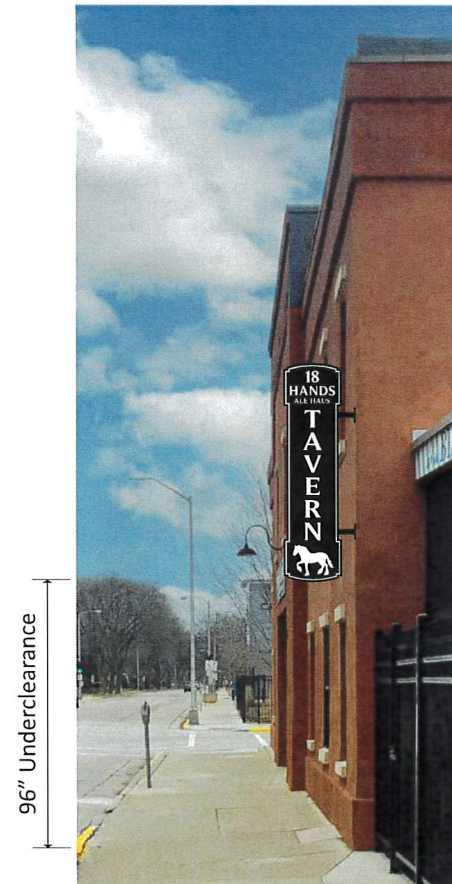
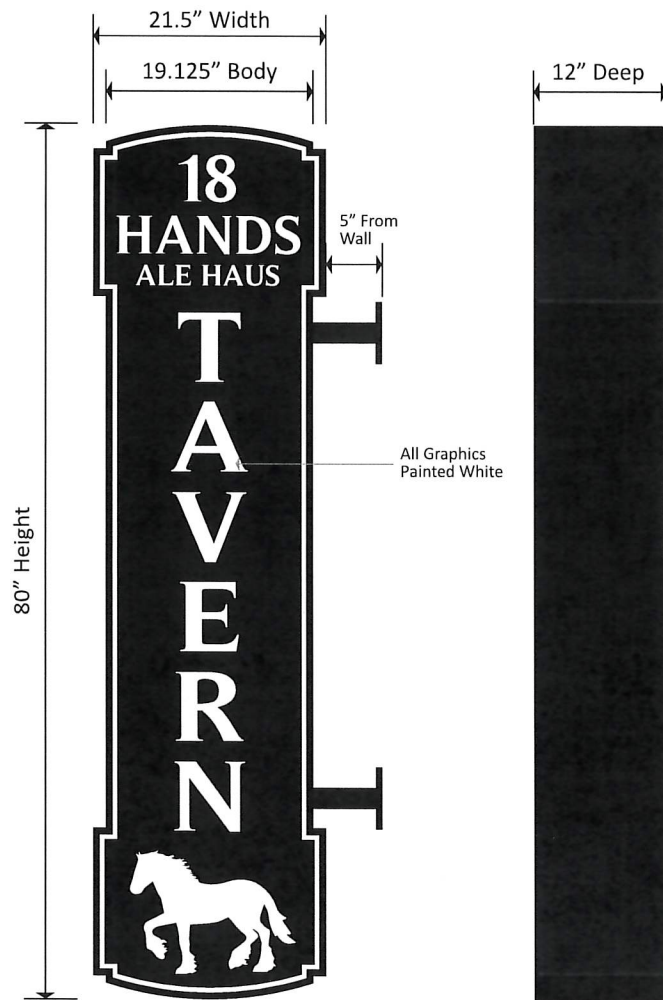
- | | |
|---|---|
| <input type="checkbox"/> EXTERIOR PAINT | <input type="checkbox"/> SIGN - WALL |
| <input type="checkbox"/> WINDOWS - REPLACE EXISTING | <input checked="" type="checkbox"/> SIGN - PROJECTING |
| <input type="checkbox"/> WINDOWS - NEW OPENING OR MODIFY EXISTING | <input type="checkbox"/> AWNING |
| <input type="checkbox"/> EXTERIOR ALTERATIONS/REPAIR | <input type="checkbox"/> NEW BUILDING |
| <input type="checkbox"/> BUILDING ADDITION/EXPANSION | |

DESCRIPTION OF PROPOSED PROJECT AND TIMELINE FOR COMPLETION:

New Project in Non-Illuminated Sign to be illuminated by external LED spot lights.

PROJECT APPLICANT SIGNATURE [Signature]

Projecting Signage 18 Hands Projecting Sign



Sign Placement

Appleton - Fond du Lac	
Signarama	
Fond du Lac: 10520 Miranda Way Fond du Lac, WI 54607 920-921-7181	Appleton: 1060 N Perkins St. Appleton, WI 54911 920-739-7446
Client:	Meyer Property Group LLC
Address:	xxx
City:	xxx
Date:	2/19/2024
Sales Rep:	Dan N.
Designer:	Travis T.
File Name:	47746 18 Hands Projecting
Version:	5
General Sign Specifications	
Face Color:	Black
Trim Caps:	N/A
Returns:	Black
Mount:	Painted Steel
Quantity:	1
Sq Ft:	11.95
Color Specifications	
<input type="checkbox"/>	Painted White Lettering
<input type="checkbox"/>	Painted Black
Additional Information Needed	
<input type="checkbox"/>	Vector Artwork Needed From Client
<input type="checkbox"/>	Site Survey Required
Survey Information Required	
<input type="checkbox"/>	Sign Area (w.h)
<input type="checkbox"/>	Building Dimensions
<input type="checkbox"/>	Truck Access
<input type="checkbox"/>	Electrical Access
<input type="checkbox"/>	Obstructions
<input type="checkbox"/>	Lighting Survey
<input type="checkbox"/>	Color Match
<input type="checkbox"/>	Tracing Pattern
Additional Sign Specifications	
- .125 Painted Black Aluminum Faces	
- Painted White Lettering	
- Non-Illuminated	
Color Disclaimer: The Ink Colors Shown In This Rendering May Not Match The Actual Paint, Final Print Or Vinyl Colors That Will Be Used.	
Conceptual Drawing	Page 1
Quote Attached To Initial Proofing May Not Reflect Final Pricing For Project.	



Building Signage: Produce And Install (1) Double Sided Non-Illuminated Projecting Sign

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