

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

July 1, 2025

12:00 PM

Meeting Room D
City-County Government Center

160 S Macy Street
Fond du Lac, Wisconsin

I. Call To Order

II. Approval of Minutes

A. 6/3/2025 Minutes

III. Project Updates

A. North Main Street Facade Program

IV. Actions

- A. 86 S. Portland Street - Winnebago Land
Proposal: New Wall Sign
Applicant: Winnebago Land Central Office
- B. 28 4th Street - Nourish Beauty + Wellness
Proposal: New Projecting Sign
Applicant: Nourish Beauty and Wellness
- C. 51 N. Main Street - Lillian Kast Boudior
Proposal: New Wall Signs
Applicant: Lillian Kast Boudoir

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 AGENDA
CITY OF FOND DU LAC, WISCONSIN
6/3/2025 Minutes

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB_Minutes_6.3.2025.pdf

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

June 3, 2025

12:00 PM

Meeting Room A

City-County Government Center

160 South Macy Street

Fond du Lac, Wisconsin

I. Call To Order

II. Approval of Minutes

A. April 1, 2025

III. Election of Officers

A. Chair

B. Vice Chair

IV. Project Updates

V. Actions

A. 14 N Main Street (Victoria's Pet Nutrition)

Proposal: New Projecting Sign and Wall Sign

Applicant: Victoria's Pet Nutrition

B. 52 S Marr Street (Twohig

Orthodontics) Proposal: New Wall Sign

Applicant: Signarama

C. 21 4th Street Court (FDL Beer

Company) Proposal: New Wall Sign

Applicant: Mike Leb/FDL Beer Company

D. 113-117 S Main Street (Zacheral O'Malley Endejan

S.C./Main Street Fashion)

Proposal: Exterior Alterations - New Windows

Applicant: Tony O'Malley

VI. 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
North Main Street Facade Program

Subject:

Effect:

Initiator:

Location:

Recommendation:

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
86 S. Portland Street - Winnebago Land**

Subject: Proposal: New Wall Sign
Applicant: Winnebago Land Central Office

Effect:

Initiator:

Location:

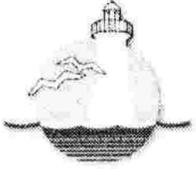
Recommendation:

ATTACHMENTS:

File Name

86_S_Portland_St._Winnebago_Land_Central_Office_REDACTED.pdf

MEMO_-_WINNEBAGO_LAND.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 86 South Portland Street
ADDRESS

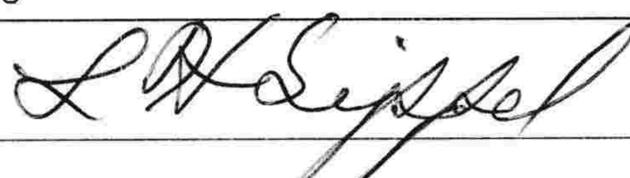
Project Applicant (Business Owner/Tenant/Landowner)			
Name: Larry Sippel			
Business Name: Winnebago Land Central Office			
Mailing Address: P. O. Box 572	City: Fond du Lac	State: WI	ZIP: 54935
Project Representative (Complete this information if the project representative is not the project applicant)			
Name:			
Mailing Address:	City:	State:	ZIP:
Email Address:		Phone Number:	
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: Retail and Meeting Room			
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		<u>06/16/2025</u> DATE	

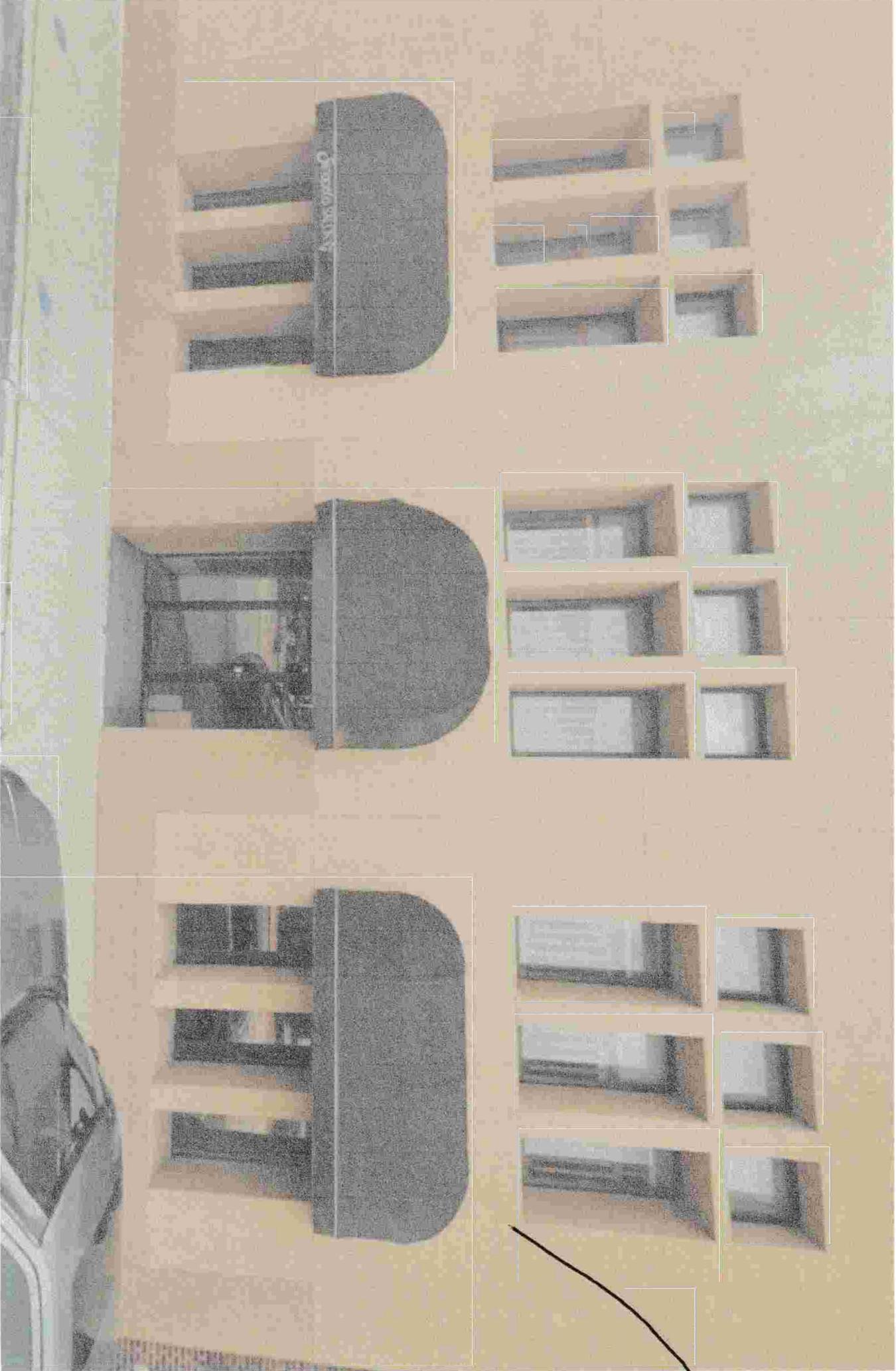
PROJECT DETAILS

- | | |
|---|--|
| <input type="checkbox"/> EXTERIOR PAINT | <input type="checkbox"/> SIGN - WALL |
| <input type="checkbox"/> WINDOWS – REPLACE EXISTING | <input 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:

Remove far right awning and replace with signage as shown. New signage is 2' x 8' and will attach to existing building.

PROJECT APPLICANT SIGNATURE 



Remove
& replace
with
Attached



CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: June 25, 2025
To: Downtown Architectural Review Board
From: Dyann Benson, Community Development Director
Re: Project Review – 86 South Portland Street (Winnebago Land Central Office)

Project Analysis

Proposal: Wall Sign
Historic Status: Not Applicable
Design Review: The Downtown Architectural Review Board must determine that proposed signage is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

86 S Portland Street is located within the building known as 1st and Portland. The property is located at the intersection of 1st Street and Portland Street. The tenant space under discussion faces the Portland Street side/Fox Valley Savings Bank. Both 1st Street and Portland Street facades have existing brown awnings. The tenant is proposing to eliminate the northern most awning on Portland Street and replacing it with a wall sign that is 2 ft x 8 ft.

The proposal appears to comply with the sign code for square footage but the tenant would need to provide greater detail on the tenant space prior to approving any sign.

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.

720-83 E. Wall signs.

(1) No sign shall be affixed to a building or installed so as to obscure the architectural features or openings of the building.

(2) A wall sign shall be placed no higher than the bottom window sill of the second floor or 18 feet, whichever is less. No sign shall obstruct any window, door, fire escape, stairway or any opening intended to provide air, egress or ingress for any building or structure. Signs shall not obscure the prominent architectural features of a building, such as ornamental masonry.

(3) No wall cabinet sign installed prior to September 1, 2012, shall be modified, altered, refurbished or replaced, including the replacement or refacing of sign panels. Special consideration may be given to modification or replacement of a wall cabinet sign that is architecturally or historically significant, or unique in design or structure to complement the building to which it is affixed. A nonconforming wall cabinet sign shall be removed prior to the installation of any new signage for a property.

(4) Wall signage on a building facade that directly abuts a public street or private parking lot that serves the affected property: refer to Schedule VIII.[2]

(5) Wall signage on a building facade that directly abuts a public parking lot:

(a) Where a facade provides a door for public entry to the building, one wall sign shall be permitted. Allowable sign area for a single occupancy building shall not exceed 10 square feet. Allowable sign area for a building with one to four-plus tenants shall not exceed 20 square feet. Sign illumination, if desired, shall be external.

(b) Where a facade does not provide a door for public entry to the building, one wall sign shall be permitted. Allowable sign area for a single occupancy building shall not exceed six square feet. Allowable sign area for a building with one to four-plus tenants shall not exceed 10 square feet. Sign illumination, if desired, shall be external.

720-83 . Prohibited Signs.

(3) Sheet metal, plastic and thin plywood (less than 3/4 inch thick) and other thin, flat materials, including adhesive vinyl lettering except when such material is used as backing panels.

DARB Action

The Downtown Architectural Review Board must determine that the proposed signage is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines to enhance downtown properties.

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
28 4th Street - Nourish Beauty + Wellness**

Subject: Proposal: New Projecting Sign
Applicant: Nourish Beauty and Wellness

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

28_Fourth_St_Nourish_Beauty_0012_Redacted.pdf

MEMO_-_NOURISH_BEAUTY.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 28 4th Street Fond du Lac WI
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)

Name: <u>Leah Bridgford</u>			
Business Name: <u>Nourish Beauty & Wellness</u>			
Mailing Address: <u>28 4th Street</u>	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>

Project Representative (Complete this information if the project representative is not the project applicant)

Name: <u>Scott Stoffen/Wisconsin Signs & Neon</u>			
Mailing Address: <u>311 E 11^{1/2} St</u>	City: <u>FOND DU LAC</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address: <u>wisigns@live.com</u>		Phone Number: <u>920-579-0549</u>	

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: Salon/wellness
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.

<u>Leah Bridgford</u> SIGNATURE	<u>6/18/25</u> DATE
------------------------------------	------------------------

PROJECT DETAILS

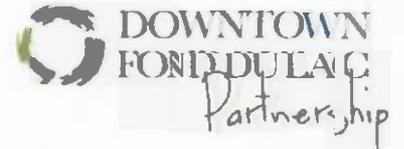
- | | |
|---|--|
| <input type="checkbox"/> EXTERIOR PAINT | <input type="checkbox"/> SIGN -WALL |
| <input type="checkbox"/> WINDOWS – REPLACE EXISTING | <input checked="" type="checkbox"/> SIGN- PROJECTING |
| <input type="checkbox"/> WINDOWS – NEW OPENING OR MODIFY EXISTING | <input type="checkbox"/> 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:

Sign - See Attached 8-10 weeks

PROJECT APPLICANT SIGNATURE Leah Bridgford

2025 CREATIVE SIGN GRANT APPLICATION



Applicant Name: Leah Bridgford Date: 6/18/25

Phone: [REDACTED]

Property Owner/Owners: Daniel and Leah Bridgford

Property Address: 28 4th Street Fond du Lac WI 54935

Sign Project Cost: _____ Grant Amount Requested (cannot exceed 75%) _____

Date of design approval from the City of Fond du Lac Downtown Architectural Review Board: _____

Desired timeline for the start and completion of your project: _____

Attachments - Please email or US Mail all documents together in one envelope or email.

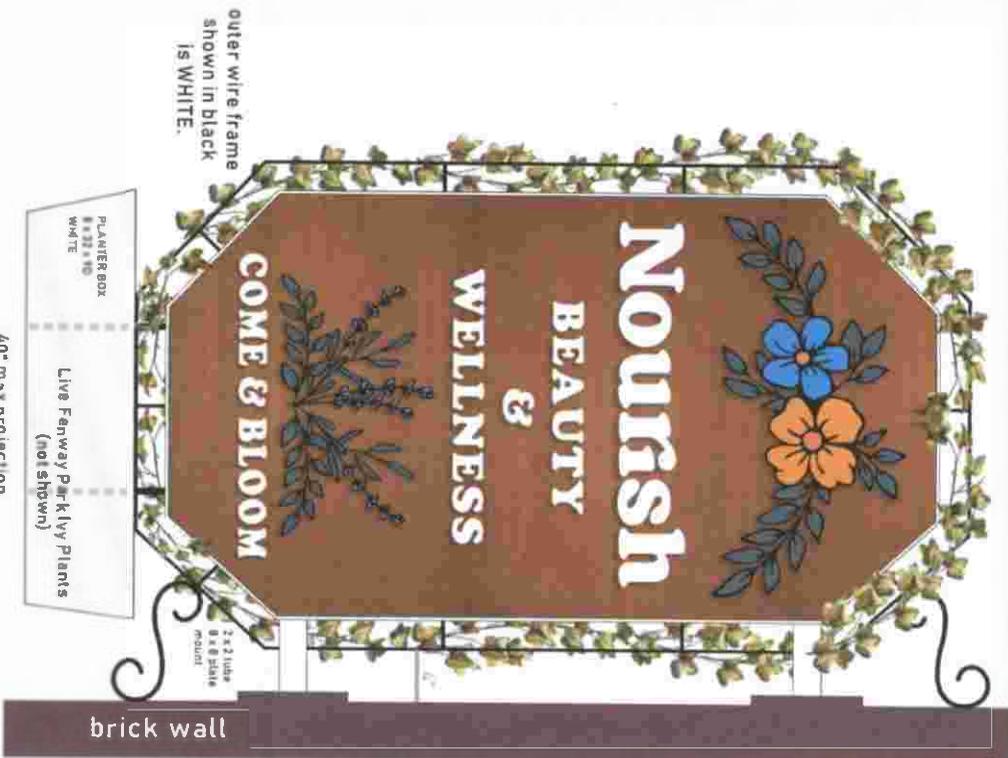
1. Design rendering of proposed sign
2. Copies of estimates or quotes from contractor
3. Written letter of support from property owner (if not the applicant)

An application without the requested attachments is considered incomplete and will not be processed until all information is on file.

Leah Bridgford Date 6/18/2025
Signature Date

For questions or to apply for the 2025 Downtown Fond du Lac Creative Sign Grant, please contact:

Amy Krupp
Executive Director
Downtown Fond Lac Partnership
131 S. Main Street, Suite 101, Fond du Lac, WI 54935
920-322-2007 or amy@cbwntownfd.com



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APPROVED: _____

DATE: _____

© 2025 WISCONSIN SIGNS & NEON

DATE: 6/18/2025

DESIGNED BY: KAT

FILE NAME: Nourish

PROJECT DESCRIPTION: Custom Dimensional

PROOF NUMBER: 1

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APPROVED: _____

DATE: _____

© 2025 WISCONSIN SIGNS & NEON

DATE:	6/18/2025
DESIGNED BY:	KAT
FILE NAME:	Nourish
PROJECT DESCRIPTION:	Custom Dimensional
PROOF NUMBER:	1

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Nourish Project Material details and description

Custom Double-Sided Dimensional Projecting Sign- Details: 36" w x 68" h (17sqft / 22 sqft allowed) 40" projection / 8'-5" OFG to bottom.

Faces: Digitally printed woodgrain background with UV protective lamination applied, substrate 6mm Alupanel material. Each face is a separate panel.

Nourish- 1/2" thick laser cut acrylic letters flush mounted to face. Blind Stud Mounted.

Beauty & Wellness- 3/8" thick laser cut acrylic letters flush mounted to face. Blind Stud Mounted.

Come & Bloom- 3/8" thick laser cut acrylic letters flush mounted to face. Blind Stud Mounted.

Flower / herb elements- varying layers of 1/8" and 1/4" laser cut colored acrylics- chemically bonded and stud mounted. (Up to 1" thick in total)

Frame: Aluminum- Main frame around faces .25" x 3"-4" Bar Stock. Around outer perimeter of the frame- 3/16" round tube stock (2"out from frame with same size stand offs) Attached to bottom of sign frame- aluminum planter box. Entire frame, planter box, outer perimeter and horizontal mounts- Painted White. .25" frame reveal around sign faces. 8" x 8" wall mounting plates (2) painted to closely match brick work.

(2) decorative scroll brackets (Top and bottom of frame) attached to wall- Painted white.

Copper vines: Copper vines to be attached to outer frame perimeter 3/16" tube- Year-round color.

Planter Box: Live Fenway Park Ivy plants- will travel around perimeter of sign frame (and onto building eventually) to provide a variety of changing colors through the seasons. Perennial plants.



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APPROVED: _____

DATE: _____

© 2025 WISCONSIN SIGNS & NEON

DATE:

6/18/25

DESIGNED BY:

FILE NAME:

Nourish

PROJECT DESCRIPTION:

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 SHOW.

Fond du Lac County, WI



Transportation

Highways - large scale

FEA_CODE

-  US Highway
-  State Highway
-  County Highway

Roads - large scale

Parcels



Land Records

Address Numbers

Lakes and Rivers

Lake Labels

Municipality	City of Fond du Lac	2000 Census	42203
1980 Census	35863	2010 Census	43021
1990 Census	37755	TYPE	C



Disclaimer: Map and parcel data are believed to be accurate, but accuracy is not guaranteed. This is not a legal document and should not be substituted for a title search, appraisal, survey, or for zoning verification.

Map Scale
1 inch = 50 feet
 6/16/2025







CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: June 25, 2025
To: Downtown Architectural Review Board
From: Dyann Benson, Community Development Director
Re: Project Review – 28 4th Street (Nourish Beauty & Wellness)

Project Analysis

Proposal: Projecting Sign
Historic Status: Not Applicable
Design Review: The Downtown Architectural Review Board must determine that proposed signage is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

28 4th Street is located on 4th Street, east of Main Street and west of Marr Street. The property is zoned C-2 General district. The property is home to Nourish Beauty & Wellness.

The proposal is for a projecting sign that is 36” by 68” or 17 sq ft. The sign is a double sided sign on an Alupanel material with decorative scroll brackets and aluminum frame. The sign complies with the sign code for square footage.

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.

720-83 D. Projecting Signs.

(1) One projecting sign for each exterior entrance of a building, where such entrance provides direct public access to a commercial use(s), shall be permitted. Allowable area per sign shall not exceed the maximum (per sign) allowed by Schedule VIII.[1]

(2) The supporting arm/bracket of a projecting sign shall use a decorative design. A uniform sign size and sign design shall be used for buildings with more than one projecting sign. Where an awning(s) with or without signage and a projecting sign(s) are utilized on the same facade, wall signage is not allowed on that particular building frontage.

(3) The top of a projecting sign shall not be installed above the window sill of the second story or 18 feet above grade, whichever is less.

(4) No projecting sign shall interfere with public fixtures installed within the right-of-way, including, but not limited to, street trees, street lights, directional signs, traffic devices or streetscape elements.

720-83 . Prohibited Signs.

(3) Sheet metal, plastic and thin plywood (less than 3/4 inch thick) and other thin, flat materials, including adhesive vinyl lettering except when such material is used as backing panels.

DARB Action

The Downtown Architectural Review Board must determine that the proposed signage is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines to enhance downtown properties.

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
51 N. Main Street - Lillian Kast Boudior**

Subject: Proposal: New Wall Signs
Applicant: Lillian Kast Boudior

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

51_N_Main_St_KAST_BOUDOIR_Application_Redacted.pdf

51_N_MAIN_ST_Project_Description_and_Timeline_-_Lillian_Kast_Boudior_(1).pdf

51_N_MAIN_ST_METAL_SIGN.pdf

51_N_MAIN_ST.jpg.pdf

51_N_MAIN_ST002.jpg.pdf

51_N_MAIN_ST_KAST_BOUDOIR_IMAGE.pdf

MEMO_-_KAST.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 51 N Main St. Fond du Lac WI 54935
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)

Name: Lillian Kast

Business Name: Lillian Kast Boudoir

Mailing Address: 51 N Main St. City: Fond du Lac State: WI ZIP: 54935

Project Representative (Complete this information if the project representative is not the project applicant)

Name: Loison Kast

Mailing Address: 51 N Main St. City: Fond du Lac State: WI ZIP: 54935

Landowner (Complete this information if the project applicant is not the property owner.)

Name: Kristin Jus

Mailing Address: City: Fond du Lac State: WI ZIP: 54935

Land Use Information - Project Site

Describe the use of the building: Professional photography studio

If the proposed project involves a new business or use, identify the most recent use of the building: old What Knot shop

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 Lillian Kast DATE 6/19/2025

PROJECT DETAILS

- EXTERIOR PAINT
- WINDOWS - REPLACE EXISTING
- WINDOWS - NEW OPENING OR MODIFY EXISTING
- EXTERIOR ALTERATIONS/REPAIR
- BUILDING ADDITION/EXPANSION
- SIGN-WALL
- SIGN - PROJECTING
- AWNING
- NEW BUILDING

DESCRIPTION OF PROPOSED PROJECT AND TIMELINE FOR COMPLETION:

goal is to complete dimensional wall sign above the main st. facing windows by August 15th ahead of our grand opening. Also requesting approval of secondary metal sign. & 2 anchored planters to be installed later in the year alley facing facade

PROJECT APPLICANT SIGNATURE Lillian Kast

Project Description and Timeline – Lillian Kast Boudoir

Address: 51 N Main Street, Fond du Lac, WI 54935

Applicant: Lillian Kast

Phone: 920-933-2686 | **Cell:** 920-517-9592

Email: lillian@lilliankastboudoir.com

Lease: Renter, 3-year lease starting March 2025

Meeting Attendee: Lillian Kast

Target Completion: August 15, 2025 (for front sign)

Project Scope:

We are requesting approval for the following exterior improvements:

1. **Front Dimensional Wall Sign** (Main Street-facing façade)
 2. **Rear Metal Panel Sign** (Client entrance in alley)
 3. **Two Anchored Planters** (Below rear windows)
-

1. Front Sign – Main Street Façade

- **Purpose:** Street visibility and professional business identification.
- **Placement:** Above the storefront window group on the left (Main Street-facing).
- **Size:** 7 feet wide x 3 feet tall
- **Materials:** Dimensional sign made from metal sheet, high-density urethane foam, and Dibond panel
- **Designer:** Mardy (brand designer since 2021)
- **Fabricator/Installer:** Papenheim
- **Installation Note:** New install – no existing drill holes on front façade

2. Rear Sign – Alley-Facing Façade (Client Entrance)

- **Purpose:** Discreet entrance marker for client use during private sessions
- **Placement:** Above the left window of the rear entrance (facing alley)
- **Size:** 16 inches tall x 32 inches wide
- **Material:** Flat metal sheet
- **Installation:** Will use existing pre-drilled holes
- **Installer:** Loison Kast (Studio Manager/Husband)

3. Rear Planters

- **Purpose:** Beautification of rear entrance and improved client welcome area
- **Placement:** One small planter below each of the two rear windows
- **Installation:** Two anchor holes per window (4 total), spaced 27 inches apart, drilled into concrete due to high winds in the alley

Studio Use:

Boutique boudoir photography studio hosting approximately two private sessions per week. Clients exclusively use the **rear entrance** for privacy. The rear windows are covered with blackout curtains on the inside to preserve privacy and control light during sessions.

Timeline:

- **Front sign installation** is prioritized and will be completed by **August 15, 2025**, in preparation for our grand opening

- **Rear sign and planters** are intended to be installed later in the year based on budget and scheduling
-

Funding:

This project is fully funded out-of-pocket by the business. No public funds or financial assistance are being requested.



Lillian Kast
BOUDOIR







CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: June 25, 2025
To: Downtown Architectural Review Board
From: Dyann Benson, Community Development Director
Re: Project Review – 51 N. Main Street (Lillian Kast Boudoir)

Project Analysis

Proposal: Wall Sign

Historic Status: Contributing property to the North Main Street Historic District
State/National Register of Historic Places

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

51 N Main is located on Main Street between Division Street and Merrill Avenue. It is the future location of Lillian Kast Boudoir.

The proposal is for 7 ft by 3 ft metal, foam and dibond flat wall sign. The applicant seeks to install a second wall sign at the rear entrance facing the alley that 16” x 32 inches. Both signs comply with the sign code.

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.

720-83 E. Wall signs.

(1) No sign shall be affixed to a building or installed so as to obscure the architectural features or openings of the building.

(2) A wall sign shall be placed no higher than the bottom window sill of the second floor or 18 feet, whichever is less. No sign shall obstruct any window, door, fire escape, stairway or any opening intended to provide air, egress or ingress for any building or structure. Signs shall not obscure the prominent architectural features of a building, such as ornamental masonry.

(3) No wall cabinet sign installed prior to September 1, 2012, shall be modified, altered, refurbished or replaced, including the replacement or refacing of sign panels. Special consideration may be given to modification or replacement of a wall cabinet sign that is architecturally or historically significant, or unique in design or structure to complement the building to which it is affixed. A nonconforming wall cabinet sign shall be removed prior to the installation of any new signage for a property.

(4) Wall signage on a building facade that directly abuts a public street or private parking lot that serves the affected property: refer to Schedule VIII.[2]

(5) Wall signage on a building facade that directly abuts a public parking lot:

(a) Where a facade provides a door for public entry to the building, one wall sign shall be permitted. Allowable sign area for a single occupancy building shall not exceed 10 square feet. Allowable sign area for a building with one to four-plus tenants shall not exceed 20 square feet. Sign illumination, if desired, shall be external.

(b) Where a facade does not provide a door for public entry to the building, one wall sign shall be permitted. Allowable sign area for a single occupancy building shall not exceed six square feet. Allowable sign area for a building with one to four-plus tenants shall not exceed 10 square feet. Sign illumination, if desired, shall be external.

720-83 . Prohibited Signs.

(3) Sheet metal, plastic and thin plywood (less than 3/4 inch thick) and other thin, flat materials, including adhesive vinyl lettering except when such material is used as backing panels.

DARB Action

The Downtown Architectural Review Board must determine that the proposed signage is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines to enhance downtown properties.