

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

August 5, 2025

12:00 PM

Meeting Room A

City-County Government Center

160 S Macy Street

Fond du Lac, Wisconsin

I. Call To Order

II. Approval of Minutes

A. June 3, 2025

B. July 1, 2025

III. Project Updates

A. North Main Street Corridor Grant Program

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
June 3, 2025

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB_Minutes_6.3.2025.pdf

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

June 3, 2025

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: Fr. Matthew Kirk
Sam Meyer
Chris Smith
Shawn Willey

Absent: Tim Kent

Administrative Staff: Dyann Benson, Community Development Director

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

Community Development Director Benson declared a quorum present at 12:00 p.m.

APPROVAL OF MINUTES

Motion made by Meyer to approve the minutes of the April 1, 2025 meeting of the Downtown Architectural Review Board.

Seconded by Kirk.

ROLL CALL VOTE: Aye – Kirk, Meyer, Smith, Willey
Nay – None

Carried.

ELECTION OF OFFICERS

Motion made by Meyer to nominate Kent as Chair.

Seconded by Kirk.

ROLL CALL VOTE: Aye – Kirk, Meyer, Smith, Willey
Nay – None

Carried.

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

June 3, 2025

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Motion made by Kirk to nominate Willey as Vice- Chair.

Seconded by Meyer.

ROLL CALL VOTE: Aye – Kirk, Meyer, Smith, Willey
 Nay – None
Carried.

ACTIONS

14 North Main Street (Victoria's Pet Nutrition)

Front Projecting Sign and Rear Wall Sign

Spoke in Support:

Crystal Schoenborn, Project Applicant, 14 N Main St

Motion made by Meyer to approve the projecting sign and rear wall sign as presented subject to the listed conditions. The project approval is based on findings that the alterations comply with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Conditions of approval:

1. Signage will require a sign permit through Inspections.

Seconded by Willey.

ROLL CALL VOTE: Aye – Kirk, Meyer, Smith, Willey
 Nay – None
Carried.

52 South Marr Street (Twohig Orthodontics)

Wall Sign

Spoke in Support:

Andy Wapneski, Signarama, Project Representative

Motion made by Kirk to approve the wall sign on the south façade as presented subject to the listed conditions. The project approval is based on findings that the alterations comply with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Conditions of approval:

1. Signage will require a sign permit through Inspections.

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

June 3, 2025

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Seconded by Smith.

ROLL CALL VOTE: Aye – Kirk, Meyer, Smith, Willey
 Nay – None

Carried.

21 4th Street Court (Fond du Lac Beer Company)

Wall Sign

Spoke in Support:

Michael Leb, Project Applicant, 21 E 3rd Street

Motion made by Meyer to approve the wall sign along the south (main) façade as presented subject to the listed conditions. The project approval is based on findings that the alterations comply with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Conditions of approval:

1. Signage will require a sign permit through Inspections.

Seconded by Kirk.

ROLL CALL VOTE: Aye – Kirk, Meyer, Smith, Willey
 Nay – None

Carried.

113-117 South Main Street (Zacheral O'Malley Endejan S.C./Main Street Fashion)

Exterior Alteration New Windows on Second Floor

Spoke in Support:

Anthony O'Malley, Project Applicant, 115 S Main St

Motion made by Meyer to approve the replacement of the windows on the second floor subject to the listed conditions. The project approval is based on findings that the alterations comply with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Conditions of approval:

1. The picture frame windows will retain the double hung look through the following options:
 - a. Installing a sash/mullion grill set on the exterior of the picture window to convey the same look as the existing window.
 - b. Install the set between the panes of glass

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

June 3, 2025

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- c. Install actual double hung windows instead of the proposed picture frame windows.
2. The color will be terrastone.
3. Building permit is required.

Seconded by Smith.

ROLL CALL VOTE: Aye – Kirk, Meyer, Smith, Willey
 Nay – None

Carried.

ADJOURN

Motion made by Kirk to adjourn.

Seconded by Smith.

ROLL CALL VOTE: Aye – Kent, Kirk, Meyer, Smith
 Nay – None

Carried.

Meeting adjourned at 12:33 p.m.

MARGARET HEFTER, CITY CLERK

DB/ss

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
July 1, 2025**

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB_Minutes_7.1.2025DB.pdf

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

July 1, 2025

12:00 P.M.

Meeting Room A
City-County Government Center

160 S. Macy Street
Fond du Lac, WI, 54935

I. CALL TO ORDER

A. ROLL CALL

Present:

Kent, Timothy;
Kirk, Fr. Matthew;
Meyer, Sam;
Smith, Chris;
Willey, Shawn

Absent:

Administrative Staff:

Dyann Benson, Community Development Director

Others in Attendance:

II. APPROVAL OF MINUTES

A. June 3, 2025

The Board will review the minutes of the June 3rd, 2025 meeting of the Downtown Architectural Review Board at the next month's meeting.

Carried

III. PROJECT UPDATES

A. North Main Street Façade Program

The Downtown Architectural Review Board supported the concept of reviewing façade grant applications for the North Main Street Corridor Façade Grant Program.

IV. ACTIONS

A. 86 S Portland Street

Proposal: New Wall Sign

Applicant: Winnebago Land Central Office

Motion was made by Meyer to DENY the new wall sign as presented as it is inconsistent with the aesthetic character of the building. The Board recommends a sign on the awning.

Seconded by Kirk

ROLL CALL VOTE: AYE – Kirk, Meyer, Smith, Willey

NAY – None

ABSTAIN - Kent

Carried

B. 28 Fourth Street

Proposal: New Projecting Sign

Applicant: Nourish Beauty & Wellness

Spoke in Support:

Scott Steffen, Wisconsin Signs, 311 East 11th Street

Motion was made by Kent to APPROVE the new wall sign with conditions.
Conditions of approval: Signage will require a sign permit through Inspections
Seconded by Smith.

ROLL CALL VOTE: AYE – Kent, Meyer, Smith, Willey

NAY – None

ABSTAIN - Kirk

Carried

C. 51 N Main Street

Proposal: New Wall Sign

Application: Lillian Kast Boudoir

Motion was made by Kirk to APPROVE the new wall sign as submitted at the meeting with conditions.

Conditions of approval: Signage will require a sign permit through Inspections.

Seconded by Kent.

ROLL CALL VOTE: AYE – Kent, Kirk, Meyer, Smith, Willey

NAY – None

Carried

V. ADJOURN

Motion was made by Kirk to adjourn.

Seconded by Kent

ROLL CALL VOTE: AYE – Kent, Kirk, Meyer, Smith, Willey

NAY – None

Carried

Meeting Adjourned at 12:26 P.M.

DB/cc

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
North Main Street Corridor Grant Program**

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB_Memo-_North_Main_Street.pdf

N_MAIN_FULL_PACKET.pdf

Design_Guidelines.pdf

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: July 31, 2025

To: Downtown Architectural Review Board

From: Dyann Benson, Community Development Director

Re: DARB – North Main Street Corridor Grant Program

At the July meeting, the Downtown Architectural Review Board supported being a part of the review process for the new façade grant program for the North Main Street Corridor. The North Main Street Corridor extends from Johnson Street to just north of Scott Street – to the entrance of Lakeside Park.

Attached is an excerpt of the North Main Street Corridor Long Term Vision Plan pertaining to design guidelines/themes for the area. The full plan can be found at the following link:

<https://www.fdl.wi.gov/community-development/north-main-street-corridor/>

A copy of the grant application materials are also attached for reference.

At the August meeting, staff would like to get feedback from DARB on the design guidelines and process for the façade grant program.



City of Fond du Lac First on the Lake

Website: www.fdl.wi.gov

City-County Government Center
160 S. Macy Street~P.O. Box 150~Fond du Lac, WI 54936-0150

July 25, 2025

Subject: A Grant Opportunity to Enhance Your North Main Street Business

Dear Business Owner,

The City of Fond du Lac is excited to partner with our local businesses to continue revitalizing the North Main Street corridor. To support this goal, we are offering the North Main Street Corridor Grant, a program created to help you invest in your property and grow your business.

This grant can provide financial assistance for projects that enhance your building and contribute to a more vibrant streetscape.

We've enclosed a grant application with instructions to guide you through the process. Please submit your completed and signed application along with your project information to be considered.

We are here to help! If you have any questions, please don't hesitate to reach out to me at ccheevers@fdl.wi.gov or (920) 322-3447.

Thank you for your contribution to our community. We are eager to see your ideas.

Sincerely,

Corrin Cheevers
Community Development - Administrative Assistant

Enclosures



North Main Street Corridor Grant Program City of Fond du Lac



920-322-3440



www.fdl.wi.gov

2025 North Main Street Corridor Grant Program

Introduction

Building a Thriving Community Through Diverse Spaces

A lively community thrives on a range of distinct districts or areas where individuals can connect and access desired services and activities. In the development of the City's Comprehensive Plan, residents of Fond du Lac pinpointed the North Main Street Corridor as a region in need of public investment. The North Main Street Corridor Long Term Vision Plan lays out the City's long-term strategy for improvements, redevelopment, beautification, and the overall revitalization of North Main Street. For more details, please visit our website:

<https://www.fdl.wi.gov/community-development/north-main-street-corridor/>

Project Goals and Objectives

This grant program is an opportunity for eligible business owners to contribute to the revitalization of North Main Street.

- **Enhance Economic Growth and Boost Economic Activity:** Provide financial support to businesses to help them grow and prosper. By restoring and updating building facades, we will create a welcoming environment to attract more visitors and customers.
- **Enhance Aesthetic Appeal:** Encourage the maintenance and enhancement of buildings and facades. We will restore and update building exteriors while incorporating modern elements.

Eligibility Criteria

To apply for the grant, business owners must meet the following criteria:

- The business must be located in the North Main Street Corridor Redevelopment Area.
- The business will need a clear plan for how the grant funds will be used.
- This grant is meant to support only new projects and will not cover reimbursement for projects that have already been finished or funded.

Required Design Approval Process

In addition to meeting the eligibility criteria and submitting a complete application, design proposals will be subject to review by the Downtown Architectural Review Board. This ensures that all projects align with the aesthetic standards of North Main Street while fostering a cohesive and appealing environment.

- **Submission of Design Plans:** Applicants must submit detailed design plans, including architectural drawings, renderings, and any other relevant visual materials that illustrate the proposed changes to the building or site.
- **Review by the Downtown Architectural Review Board:** The board will evaluate the design plans to ensure they adhere to the guidelines. This includes assessing the use of materials, color schemes, and overall impact on the streetscape.
- **Feedback and Recommendations:** The board may provide feedback or recommend modifications to ensure compliance with design standards. Applicants may be required to revise their plans based on these recommendations.
- **Final Approval:** Once all adjustments are made, the board will issue a final approval, allowing the project to proceed. This approval is necessary before any construction or renovation work begins.

Importance of Design Approval

Applicants should allocate ample time for the review process and be ready to collaborate with the board to ensure optimal project outcomes. This teamwork protects the area's integrity and enhances the community, making North Main Street a preferred destination for residents and visitors.

- **Preservation of Character:** Ensures that renovations respect and preserve the unique elements that define The North Main Street Corridor.
- **Quality Assurance:** Guarantees that all modifications meet high standards of design and construction, contributing to the long-term success and sustainability of the initiative.

How to Apply

Interested business owners can apply by providing the following information and documentation:

1. **Applicant Information:** Provide your business name, address, and contact details.
2. **Project Proposal:** Include a detailed description of your proposed project, outlining its purpose, goals, and projected impact on North Main Street.
3. **Budget Details:** Submit a comprehensive budget for your project, detailing the total cost, amount requested, and any other funding sources.
4. **Project Timeline:** Provide a timeline for your project with key milestones and deadlines.
5. **Supporting Documentation:** Attach any relevant documents, such as letters of support, organizational bylaws, and financial statements.
6. **Submission:** Complete the application and submit it to the City of Fond du Lac Community Development Department.

Reminder: This grant is meant to support only new projects and will not cover reimbursement for projects that have already been finished or funded.

Corrin Cheevers
ccheevers@fdl.wi.gov
(920) 322-3440

Community Development
160 S. Macy St.
Fond du Lac, WI, 54935

DOWNTOWN ARCHITECTURAL REVIEW BOARD TIMETABLE 2025 (1st Tuesday of the Month)

Application Filing Deadline 12:00 pm (Thursday)	Agenda Distribution (Friday)	DARB Meeting 12:00 pm - Tuesday Meeting Room A
Friday Aug 22, 2025	Sep 5, 2025	Sept 9, 2025
Sept 25, 2025	Oct 3, 2025	Oct 7, 2025
Oct 23, 2025	Oct 31, 2025	Nov 4, 2025
Monday Nov 17, 2025	Monday Nov 24, 2025	Dec 2, 2025
Wednesday Dec 17, 2025	Tuesday Dec 30, 2025	Jan 6, 2026



City of Fond du Lac

North Main Street Corridor Grant Program

Project Application

Applicant Name	
Business Name	
Business Address	
Business Owner	
Contact Person	
Phone Number	
Mailing Address	
Website (if applicable)	
Tax ID/EIN (if applicable)	
Type of Organization	

The applicant commits to hiring a fully licensed and insured contractor to perform all work detailed in this proposal. The selected contractor will be required to pull all necessary permits from the City of Fond du Lac.

CONTRACTORS: LIST ALL THAT APPLY	PHONE- EMAIL	CREDENTIAL REQUIREMENTS
GENERAL CONTRACTOR:	Ph.	
ADDRESS:	Email	
ELECTRICAL CONTRACTOR:	Ph.	
ADDRESS:	Email	
HVAC CONTRACTOR:	Ph.	
ADDRESS:	Email	
PLUMBING CONTRACTOR:	Ph.	
ADDRESS:	Email	

Possible Uses for Grant Funds

When applying for the 2025 North Main Street Corridor Grant Program, it's essential to consider how the grant funds can be utilized to enhance your business and contribute to the revitalization of North Main Street.

Please select from the checklist of projects and improvements that the grant money will be allocated towards along with estimated cost:

- | | |
|--|--|
| <p><input type="checkbox"/> Exterior Improvements: \$ _____</p> <ul style="list-style-type: none"><input type="checkbox"/> Painting and refinishing of building facades<input type="checkbox"/> Replacement or repair of windows and doors<input type="checkbox"/> Installation or refurbishment of awnings and canopies <p><input type="checkbox"/> Signage: \$ _____</p> <ul style="list-style-type: none"><input type="checkbox"/> Design and installation of new business signage<input type="checkbox"/> Restoration of current business signage <p><input type="checkbox"/> Structural Repairs: \$ _____</p> <ul style="list-style-type: none"><input type="checkbox"/> Roof repairs or replacements<input type="checkbox"/> Foundation stabilization and repairs<input type="checkbox"/> Exterior brickwork and masonry restoration | <p><input type="checkbox"/> Accessibility Enhancements: \$ _____</p> <ul style="list-style-type: none"><input type="checkbox"/> Installation of ramps or lifts for improved accessibility<input type="checkbox"/> Widening of doorways and entrances <p><input type="checkbox"/> Outdoor Spaces: \$ _____</p> <ul style="list-style-type: none"><input type="checkbox"/> Creation or enhancement of outdoor seating areas<input type="checkbox"/> Landscaping and beautification of surrounding property <p><input type="checkbox"/> Security Enhancements: \$ _____</p> <ul style="list-style-type: none"><input type="checkbox"/> Installation of security cameras and systems<input type="checkbox"/> Improved lighting for safety and visibility<input type="checkbox"/> Alarm systems and access control installations |
|--|--|

Total Cost: \$ _____

Please provide a brief description of your proposed project:

I certify that the information provided in this application is true and accurate to the best of my knowledge.

Signature: _____

Date: _____

Corrin Cheevers
Community Development - Administrative Assistant
ccheevers@fdl.wi.gov
(920) 322-3440

North Main Street Corridor Grant Program

Frequently Asked Questions (FAQ)

Section 1: Eligibility

Q: Who is eligible to apply?

A: Both commercial property owners and business owners located within the designated North Main Street corridor are eligible to apply.

Q: Can I apply if I rent my space?

A: Yes. Tenants are strongly encouraged to apply. To be eligible, your application must include a signed consent form from your landlord/property owner approving the specific project you are proposing.

Q: What if my project is not listed on the application?

A: The list of eligible projects on the application includes the most common examples, but it is not exhaustive. If you have an idea for an exterior improvement that is not listed, please contact Corrin Cheevers at (920) 322-3447 to discuss its eligibility before you submit your application.

Section 2: Funding & Finances

Q: How much funding can I receive and how much do I need to contribute?

A: This is a matching grant program where you are required to contribute to the project cost. The City contributes one-third (1/3) of the project cost, funding up to 30% of the total eligible project costs. The business owner is responsible for contributing the remaining two-thirds (2/3).

Q: When and how can I expect the funds to be provided after approval?

A: This is a reimbursement-based grant. Funds are only provided after your approved project is fully completed and you have paid all associated costs. Once you submit proof of payment and the work is verified by City staff, the City will issue a check to you for the approved grant amount.

Q: Do I need to pay to submit an application?

A: No. There is absolutely no fee to apply for the grant.

Section 3: Eligible Projects & Requirements

Q: Can I apply for more than one project?

A: You may submit one grant application per property during each funding cycle. This policy ensures that program funds can be distributed as widely as possible. However, your single application can bundle several improvements together (e.g., new signage and facade painting) as one comprehensive project.

Q: What is not eligible for funding?

A: Grant funds cannot be used for interior renovations, normal business operating costs (rent, salaries, inventory), non-permanent equipment, payment of debt or taxes, or any work started before receiving an official grant award letter.

Q: Why do I need to hire a contractor? Can I do the work myself?

A: To ensure quality, safety, and compliance with City codes, all work must be performed by licensed and insured contractors. This protects you, the public, and the integrity of the program.

Q: Why do I need DARB approval when my building is not historic?

A: The Downtown Architectural Review Board (DARB) provides design oversight for the entire North Main Street corridor to ensure all renovations contribute to a cohesive and attractive appearance for the whole district. This protects property values and strengthens the business environment for everyone.

Contact Information

If you have any further questions, please do not hesitate to reach out.

Corrin Cheevers

Community Development Administrative Assistant

Email: ccheevers@fdl.wi.gov

Phone: (920) 322-3447

Business Name	Address	Owner	Mailing Address	City	State	Zip	Notes
The Other Place	208 N Main St	Toni Palmer	W1742 Hwy HH	Malone	WI	53049	
Rainbow Bridge	212 N Main St	Richard Gurno	429 Wilson Ave	Fond du Lac	WI	54935	
Shea Avenue Boutique	191 N Main St	Wilson Properties FDL LLC	28 E McWilliams St	Fond du Lac	WI	54935	Taxes - \$942.64 due by 7/31/25, PP - \$43.75 (Vendetta Comics)
Precedent Architecture LLC	195 N Main St	DJH PROPERTIES LLC	195 N Main St	Fond du Lac	WI	54935	Taxes - \$3754.95 due by 7/31/25
Charis Pregnancy and Family Help Center	207 N Main St	CHARIS PREGNANCY HELP CENTER INC	207 N Main St	Fond du Lac	WI	54935	
Affordable Pet Grooming	222 N Main St	Scott Johnson	222 N Main St	Fond du Lac	WI	54935	
Athena Cryo Studios	229 N Main St	Deana Bacon	N11801 Center Dr	Brownsville	WI	53006	
The DogHouse	228 N Main St	Thomas Butzen	24 Harrison Pl	North Fond du Lac	WI	54937	PP - \$88.10 (2022-2023); Water - \$505.48
Loaded Dice	232 N Main St	Donald Waldschmidt	771 E Division St	Fond du Lac	WI	54935	Water - \$210.35
Ripppn-Lips Outdoors	256-258 N Main St	Dutch's LLC	N9053 US Highway 151	Fond du Lac	WI	54937	
Leon's Corner Pub	261 N Main St	LS Wiedmeyer Properties LLC	75 Elm Acres Dr	Fond du Lac	WI	54935	
ReyCars Trucks and More	269 N Main St	BANUELOS MUNOZ, SERGIO; BANUELOS, ANA MARIA	311 Edwards Ave	Liberal	KS	67901	Water acct under 271 N Main
Custom Fit Alterations/Alcoholics Anonymous	272-276 N Main St	DEATHS DECOR TATTOO & GALLERY LLC	40 E Rees St	Fond du Lac	WI	54935	no water acct tied to address
Mike's Music & Sound	289 N Main St	HELSON ENTERPRISES LLC	3980 Summerview Dr	Oshkosh	WI	54901	Taxes - \$2379.29 due by 7/31/25
Grime Gorilla	298 N Main St	CHANIC LLC	290 N Main St	Fond du Lac	WI	54935	
Mountain Dog Media	307 N Main St	Randal Hopper	8181 W River Rd	River Hills	WI	53217	Taxes - owes \$16,695.04; Water - \$391.32

La Esperanza	306 N Main St	GRANADO RENDON, RODOLFO ; GRANADO, CONCEPCION	306 N Main St	Fond du Lac	WI	54935	Water - \$116.40
Dreher Collision Concepts	280 N Main St 890	U-HAUL REAL ESTATE CO	2727 N Central Ave	Phoenix	AZ	85004	
My Custom Shop	317 N Main St	Harold Schmitz	N7436 Winnebago Dr	Fond du Lac	WI	54937	Taxes - \$1451.81 due by 7/31/25, PP - \$1465.63 (2017-2023); Water - \$238.74
Oasis Restaurant	339 N Main St	HUMBERTO DIAZ REAL ESTATE COMPANY LLC	495 Sweetflag Ave	Fond du Lac	WI	54935	Water - \$1849.94
Tom's Military & Gun Shop	355 N Main St	DEANOVICH, TERRI D; WINKLER, PATTY JO; GENIESSE, CHERI L; KOENIGS, KARI A; HARDELL, THOMAS L	355 N Main St	Fond du Lac	WI	54935	PP - \$102.66; Water - \$320.94
QPS Employment Group/American Family Insurance	374-376-384 N Main St	MAIN 384 LLC	N5561 Winnvue Ct	Fond du Lac	WI	54935	PP - \$62.13 (384 N MAIN- FDL09878); \$52.51 (FDL10459)
(Formerly Sandli Paws Rescue)	416 N Main St	WIX PROPERTIES LLC	N3712 Mill Pond Rd	Oakfield	WI	53065	
Integrity Motors	421 N Main St	INTEGRITY I LLC	5656 County Road Q	Colgate	WI	53017	
C&R Automotive/Munchie's Discount Store	24 E Scott St	Peter Frank	601 Sunset Ln	Fond du Lac	WI	54935	Taxes - owes \$23,239.35; PP - \$34.50 (PARKSIDE AUTO REPAIR) \$36.61 (MUNCHIES)
Abestin Health Insurance Agency	295 N Main St	Wendy Sell	295 N Main St	Fond du Lac	WI	54935	
Main Attraction	332 N Main St	Joanne Stephany	N144 County Rd A	New Holstein	WI	53061	
End Zone Sports Bar	507 N Main St	End Zone Bar LLC	507 N Main St	Fond du Lac	WI	54935	

DESIGN GUIDELINES

PRIVATE REALM

This section is intended to create memorable and desirable buildings and spaces within the N. Main Street corridor. The objective is to create a unique corridor that residents will love and continue to invest in for many decades. Nonresidential and multifamily developments are encouraged to meet these guidelines.

1. Architecture & Design

- A. Buildings should utilize details or changes in materials to create a discernible base, middle and top. Multi-storied buildings should have a horizontal expression line between the first and upper floors.



- B. Buildings should establish vertical proportions for the street facade (e.g., expression of structural bays, variation in material, and/or variation in building plane), and for the elements within that facade (e.g., windows, doors, structural expressions, etc).



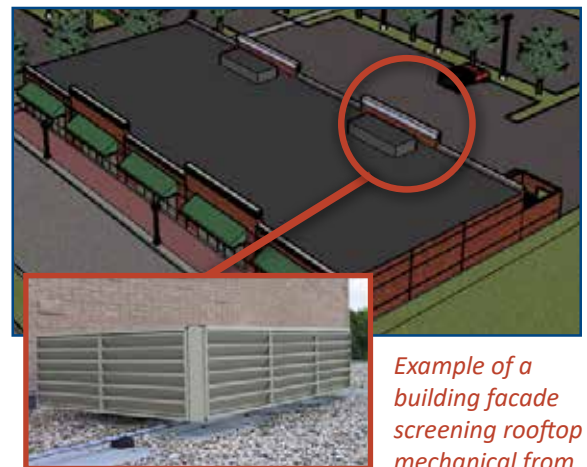
Examples of various techniques in use to break down the apparent mass of a large building, including canopies, recessed decks, recessed top story, and variations in materials and wall plane.

1. Architecture & Design (cont.)

- C. Avoid large, undifferentiated building walls and roof lines. Desired design features include variation in materials and colors, projecting and recessed bays, and variation in building heights.
- D. Street-facing facades should use durable and high-quality building materials. All sides of the building should include materials and design characteristics consistent with the front facade. Use of lesser quality materials for the sides and rear facades should be minimized. Vulnerable materials, such as EIFS, should not be used at the base of the building (minimum of 3 feet).
- E. Awnings and canopies are strongly encouraged on ground floor facades of commercial, mixed use and apartment buildings. Awning colors should relate to and complement the primary colors of the building facade. Glowing awnings (backlit, light shows through the material) are discouraged.
- F. All buildings should have clearly-defined and welcoming entrances. Canopies, awnings, covered porches, and/or gable roof projections should be provided along facades that give access to the building to accentuate entrances and give shelter to visitors.
- G. All service, refuse, garage doors, mechanical equipment and loading dock areas should be screened from public view through strategic placement, landscaping, and/or architectural design integration. For sites with dual frontage configurations, these features should generally be located along a side yard, and not prominently visible from either the collector/arterial road or the local street.
- H. While all buildings should be close to the street, most residential buildings should use a first floor elevation at least three feet higher than the adjacent public sidewalk to maintain comfort and privacy for residents. Look for opportunities to use grade changes across the site to also provide accessible entrances to the building.



This example shows the use of a recessed entry to identify its location, and changes in material and wall plane to break up the side facade.



Example of a building facade screening rooftop mechanical from ground view.

2. Parking, Screening & Landscaping

- A. Shared parking between uses is encouraged, to make more efficient use of land for parking.
- B. Parking is encouraged to be located in the side yard and rear yard, or beneath buildings.
- C. Parking and loading areas visible from the public street should be screened with berming, landscaping, fencing or a combination of these three.
- D. Construct pedestrian walkways between the sidewalk and primary building entries. On-site walkways should be separated from traffic and designed to connect the building to parking lots and other destinations on the site.
- E. Parking lots should be landscaped along their edges and within each parking island. The incorporation of required stormwater detention and infiltration devices into the design of the parking area is encouraged.
- F. All parking areas should have concrete curbs to protect landscaping areas, excluding those areas dedicated for snow storage. The curbs may contain gaps to allow stormwater flow into infiltration basins.
- G. Fencing and screening should be of similar materials as primary building(s).
- H. Landscape design should use native plant species to the region, especially buffering wetlands and other significant natural features.



This illustration shows two developments on adjoining lots sharing parking and an access drive. A sidewalk connects the two developments through the parking area.



Example of well landscaped parking edges.



Examples of desired stormwater management designs within parking lots.

3. Compatibility Guidelines (adjacent to low-intensity residential)

These compatibility guidelines should apply to all new multi-unit residential, office and/or mixed use development of three-stories or larger located on land abutting or across a street or alley from low-intensity residential. For purposes of this section, low-intensity residential development should mean single-family, duplex, townhomes (6 or less units), and small multi-unit buildings (8 or less units).

A. Use Intensity. In developments with multiple buildings with varying intensities, the development should locate buildings with the least intense character (e.g., lower heights, fewer units) nearest to the abutting low-intensity residential development.

B. Building Height. To ensure that new buildings are compatible in scale with surrounding properties, building height is limited to four (4) stories above ground level, except the height of the proposed structure(s) should not exceed thirty-five (35) feet in height in the following locations:

1. Portion of the structure within sixty (60) feet of a single-family or duplex lot.
2. Portion of the structure within thirty (30) feet of any other low-intensity residential lot (i.e., structures with 3+ units).

C. Bulk and Mass. Primary facades abutting or across a street or alley from low-intensity residential development should be in scale with that housing by employing the following strategies:

1. Varying the building plane setback a minimum of two (2) feet at an interval equal or less than the average lot width of the applicable low-intensity residential uses. For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable facade shall vary its building plane, at a minimum, every 50 feet.
2. Providing a gable, dormer, or other change in roof plane at an interval equal or less than the



This apartment building steps down the building adjacent to a neighboring lower-density residential use.

average lot width of the applicable low-intensity residential uses. For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable roofline shall vary, at a minimum, every 50 feet (measured at the roof eave).

D. Roof Pitch. The roof pitch of new residential buildings should range between 6:12 and 12:12. The roof pitch of porches shall not exceed that of the residential building to which it is attached.

E. Architectural Features. At least two (2) of the following categories of architectural features should be incorporated into street-facing facades:

1. Porches or porticos
2. Balconies
3. Dormers and Gables
4. Bay Windows
5. Door and Window Ornamentation which may include surrounds, pediments, lintels and sills, hoods, and/or shutters.

F. Entrances. Street-facing facades providing direct access to first story dwelling units through individual entrances are encouraged. Preference is at least twenty-five (25) percent of ground units having direct access.

- G. Garages.** Attached garages shall not face or open towards the street. If this is not attainable, garages shall be sufficiently screened and face the street with the highest intensity of adjacent uses.
- H. Parking.** Parking areas that are visible from the street and located in the building front lot setback should provide buffering at a minimum height of thirty-six (36) inches above the parking surface. Buffering can consist of landscaping, berms, fences/walls, or a combination of these.
- I. Refuse Areas.** Dumpsters should be placed either in the underground garage or behind the building with opaque or semi-opaque screening (at a minimum, a chain link with fabric screening). If the refuse area cannot be placed behind the building, a wood fence or wall, at least six (6) feet in height, with landscaping around trash enclosures is encouraged.

4. Signage & Lighting

- A.** Appropriately-scaled signage is critical and should complement the building and site. Wall, projecting, and ground signs should be integrated within the overall building design in color, style and articulation.
- B.** Where freestanding ground signs are proposed, the use of monument signs is preferred over pole or post mounted signs. Shrubs and/or perennial planting beds should be planted around freestanding signs.
- C.** Lighting on exterior signs is encouraged to be mounted externally, above the sign, and directed downward, or internally light for freestanding signs.
- D.** Full cut-off (dark-sky compliant) exterior lighting is encouraged in all locations to reduce glare and light pollution.



Examples of full cutoff fixtures that minimize glare and light pollution.

5. Density Bonus

The City maintains discretion on building heights and densities, through the zoning ordinance. If considering requests for additional height or density as described in this Plan, there will be an expectation for high-quality design consistent with all of the design guidelines in this plan, including the following features and techniques.

- A. High-quality landscaping and site design to hide parking and utility areas.
- B. Excellent bike amenities, including bike parking and storage.
- C. Excellent pedestrian amenities, including wide sidewalks and robust pedestrian connections between sidewalks and building entrances.
- D. Unique public spaces and enhancements, such as plazas, outdoor seating areas, public art installations, etc.
- E. Decorative, dark-sky compliant exterior lighting.
- F. Muted colors and non-reflective siding and glazing, especially above the ground floor.
- G. Installation of renewable energy systems (e.g., electric vehicle with Level 2/3 charging station).
- H. Includes affordable housing units (e.g., 15% reserved for households at or below 50% AMI or 30% reserved for households at or below 60% AMI).
- I. Meeting the Compatibility Standards outlined under Guideline #3.

