

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA**

February 4, 2025

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. November 5, 2024

**III. Actions**

- A. 27 3rd St (Salute the Troops)  
Proposal: Projecting Sign
- B. 75 South Main St (Focus Hobby)  
Proposal: Exterior façade alteration

**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  
November 5, 2024

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB\_Minutes\_11.5.2024.pdf

## DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

November 5, 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  
Fr. Matthew Kirk  
Sam Meyer  
Chris Smith  
Shawn Willey

Absent: None

Administrative Staff: Dyann Benson, Community Development Director

Others in Attendance: Amy Krupp, 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 August 6, 2024 and October 1, 2024 meetings of the Downtown Architectural Review Board.

Seconded by Kirk.

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

Carried.

### ACTIONS

#### 109 South Main Street (Slim & Chubby's)

Wall signage

#### Appeared in Support:

Ashton Winter, Project Applicant, 109 S Main St

Motion made by Meyer to approve the revised wall sign as presented at the meeting. The project approval is based on findings that the signage complies with the spirit and intent

**DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES**

November 5, 2024

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

Condition of approval:

1. A sign permit is required prior to installation.

Seconded by Kent.

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

Carried.

**36 East 3<sup>rd</sup> Street (Blakely Auto Parts)**

Wall signage

Motion made by Kent to approve the proposed wall signage. The project approval is 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 Kirk.

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

Carried.

**83-85 South Main Street**

Exterior façade alterations and paint

Appeared in Support:

Justin Hammer, Project Applicant

Chris Kendall, Project Applicant

Steve Schoofs, Project Representative

Motion made by Willey to approve the proposed exterior alterations with the conditions listed. 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 awning at 85 South Main Street will extend to the area above the 2<sup>nd</sup> access door (access door for the 2<sup>nd</sup> floor residential units).

**DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES**

November 5, 2024

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2. The applicant will revisit the proposed paint color for 83 South Main Street and work with staff on a potential alternate color to distinguish the facades as two (2) separate storefronts. The upper story terra cotta color should be considered as part of the paint color selection.
3. Any 2<sup>nd</sup> floor improvements may require DARB review and approval.

Seconded by Meyer.

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

Carried.

**ADJOURN**

Motion made by Kent to adjourn.

Seconded by Willey.

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

Carried.

Meeting adjourned at 12:34 p.m.

MARGARET HEFTER, CITY CLERK

DB/ss

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA  
CITY OF FOND DU LAC, WISCONSIN  
27 3rd St (Salute the Troops)

Subject: Proposal: Projecting Sign

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

3rd\_Street\_(Salute)\_Memo.pdf

Salute\_the\_Troops\_sign.pdf

# *CITY OF FOND DU LAC - Memorandum*

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Department of Community Development

**Date:** January 24, 2025  
**To:** Downtown Architectural Review Board  
**From:** Dyann Benson, Community Development Director  
**Re:** Project Review – 27 3<sup>rd</sup> Street (Salute the Troops)

## **Project Analysis**

**Proposal:** 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.

27 3rd Street is located between Main Street and Marr Street. The property is situated in the C-1 (Central Business) district and the proposal is subject to the review and approval of the Downtown Architectural Review Board.

The property a multi-tenant building with first floor commercial and upper floor residential. The proposed projecting sign is for one of the first floor tenants – Salute the Troops. The tenant currently does not have signage. The projecting sign would be mounted in the center of the façade on a decorative bracket. The square footage is approximately 12 sq feet and complies with code for size. The sign colors are bronze and dark blue with white lettering. The project is being undertaken by a Leadership FDL team.

## **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.<sup>[1]</sup>
- (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.

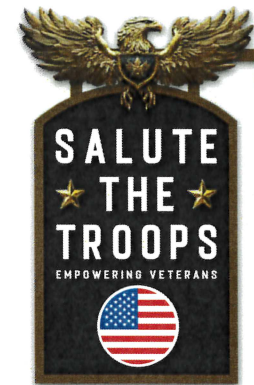
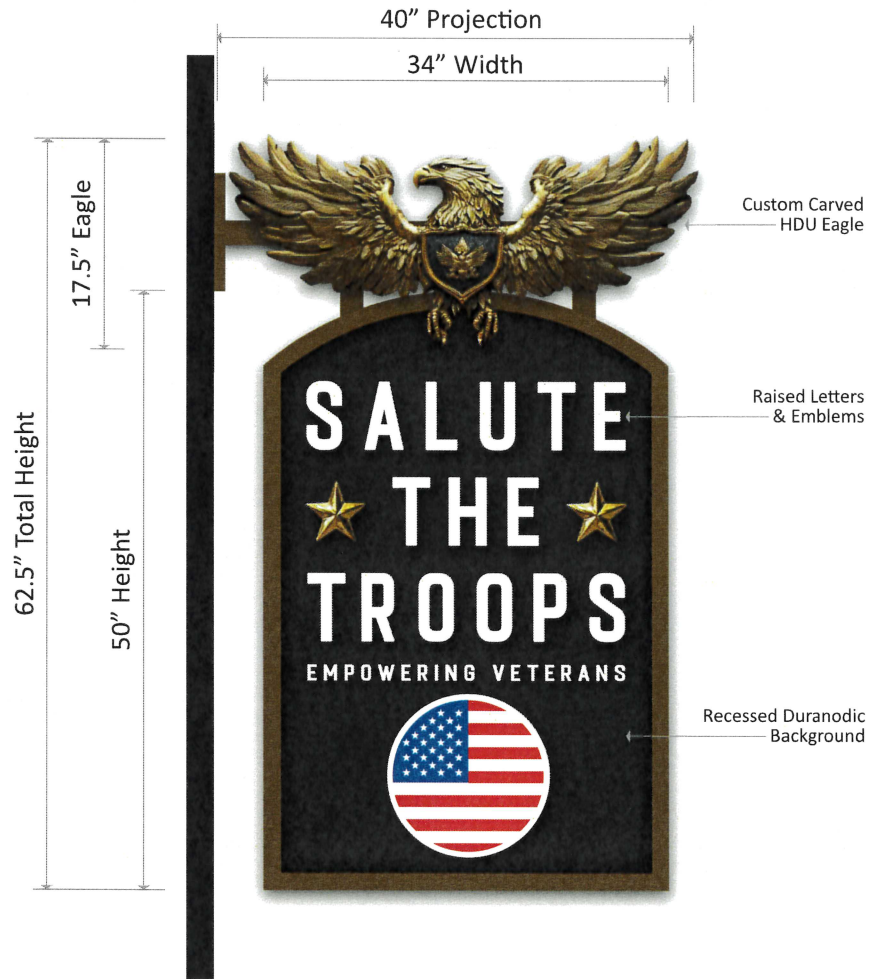
<b>DARB Action</b>
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The Downtown Architectural Review Board must determine if the proposed projecting sign is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.



**Projecting HDU Signage**  
Salute The Troops Sign

Option 1



Side 2

Appleton - Fond du Lac - Menomonie Falls

# Signarama

Fond du Lac: 920-921-7181 | Menomonie Falls: 262-251-4300 | Appleton: 920-739-7446

Client:	Leadership Fond du Lac
Address:	
City:	
Date:	1/10/2025
Sales Rep:	Dee B.
Designer:	Travis T.
File Name:	52782 Salute the Troops
Version:	2

**General Sign Specifications**

Faces:	Custom Carved
Edges:	Painted Bronze
Substrate:	HDU
Brackets:	Custom w/HDU Accents
Sides:	Double Sided
Sq Ft:	11.8

**Color Specifications**

	Painted Bronze

**Additional Information**

<input checked="" type="checkbox"/>	Electrical Survey Required
<input checked="" type="checkbox"/>	Installation Included

**Sign Information**

<input checked="" type="checkbox"/>	Stud Mount	<input checked="" type="checkbox"/>	1/2" Spacers
<input type="checkbox"/>	Adhesive Mount	<input type="checkbox"/>	Add. Silicone
<input type="checkbox"/>	Illuminated	<input type="checkbox"/>	Removal Of Existing
<input type="checkbox"/>	Wall Repair	<input type="checkbox"/>	Mounting Pattern
<input type="checkbox"/> Additional Details			

**Additional Sign Specifications**

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  
Quote Attached To Initial Proofing  
May Not Reflect Final Pricing For Project.

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**Dimensional Signage: Produce & Install (1) Custom Double Sided Projecting HDU Sign w/Decorative Bracket**

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**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA  
CITY OF FOND DU LAC, WISCONSIN  
75 South Main St (Focus Hobby)**

Subject: Proposal: Exterior façade alteration

Effect:

Initiator:

Location:

Recommendation:

**ATTACHMENTS:**

**File Name**

Focus\_Memo.pdf

White\_Building-Drwg-A.pdf

focus\_estimate\_2595.pdf

Hometown\_Glass\_2.pdf

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

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Department of Community Development

**Date:** January 30, 2025  
**To:** Downtown Architectural Review Board  
**From:** Dyann Benson, Community Development Director  
**Re:** Project Review – 75 S Main Street (Focus Hobby)

## **Project Analysis**

**Proposal:** Exterior façade alteration

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

**Design Review:** The Downtown Architectural Review Board must determine that new exterior façade alteration and paint is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

75 S Main Street is located on Main Street between 1<sup>st</sup> Street and Forest Avenue. It is the location of Focus Hobby.

The current request before DARB is the alteration to the Main Street façade. The existing “canopy” would be removed. The storefront aesthetic would be restored by removing the stucco and installing new windows with smartside below the windows and above. The building and accent elements would be painted. The provided rendering shows a color scheme of a bluish-gray tone which appears to be the color the upper level was once painted before fading.

## **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.

**720-42 D. (5) (a)** Color and material elements apply to a building exterior that is generally visible to a public street and/or alley.

- (a) Building color should be nonreflective and relate to existing neighborhood patterns. High-intensity, fluorescent, 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 colors should be used.
- (b) Primary exterior building materials should be similar and/or complementary to existing structures within the immediate area and the downtown area as a whole. Building materials should consider the facades of the structure and an adjoining structure to provide a suitable transition between facades. Where a side and/or rear elevation is not exposed to view from a public street, a combination of primary and secondary materials may be used.

[1] Acceptable materials include glass, brick, ceramic tile, terra cotta, cultured stone, cut stone, carved stone, stucco, EIFS, wood, and decorative concrete block. Stone or brick facing shall be of relatively even coloration and consistent size. The use of nondecorative exposed concrete block, pre-engineered metal building systems, and sheet metal is discouraged. The use of plywood or oriented strand board (OSB) or similar materials is prohibited. Metal roofs, decorative metal and metal accent components may be considered. Other building materials may be considered when appropriate to a property and the downtown as a whole.

<b>DARB Action</b>
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The Downtown Architectural Review Board must determine that the proposed façade alterations are 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.





smartside in areas with arrows

# ESTIMATE

## CGS CONSTRUCTION

5805 Lake Road  
Oshkosh, WI 54902

cgsconstruction75@gmail.com  
+1 (920) 960-9175



### Bill to

Downtown Fond du Lac Partnership, Inc

### Ship to

Downtown Fond du Lac Partnership, Inc

### Estimate details

Estimate no.: 1123

Estimate date: 12/18/2024

#	Product or service	Description	Amount
1.	<b>PROPOSAL TO</b>	<p>REMODEL 1ST FLOOR EXTERIOR OF THE FOCUS HOBBY STORE 75 S MAIN STREET ONLY Proposal Includes Labor &amp; Materials for the Following:</p> <ul style="list-style-type: none"><li>~ Permit</li><li>~ Tear out and dispose of stucco, door, windows, and upper facade</li><li>~ Reframe for new windows and door (See attached Hometown Drawing)</li><li>~ Frame new roof, at area of front entry</li><li>~ New rubber roof, at area of front entry</li><li>~ Install smartside wood grain panels and trim boards above and below windows</li><li>~ Insulate ceiling</li><li>~ Drywall Interior</li><li>~ Trim window sills</li><li>~ Patch ceiling</li><li>~ Painting of interior wall and smart side</li><li>~ Electrical Allowance: \$1,500</li><li>~ Brick (tuck pointing) Allowance: \$5,000</li><li>~ Painting of Masonry and Windows Allowance: \$5,000</li></ul> <p>The above prices, specifications, and conditions are satisfactory and are hereby accepted. CGS Construction is authorized to do the work as specified above.</p> <p>Signature: _____ Date: _____</p>	\$79,508.00

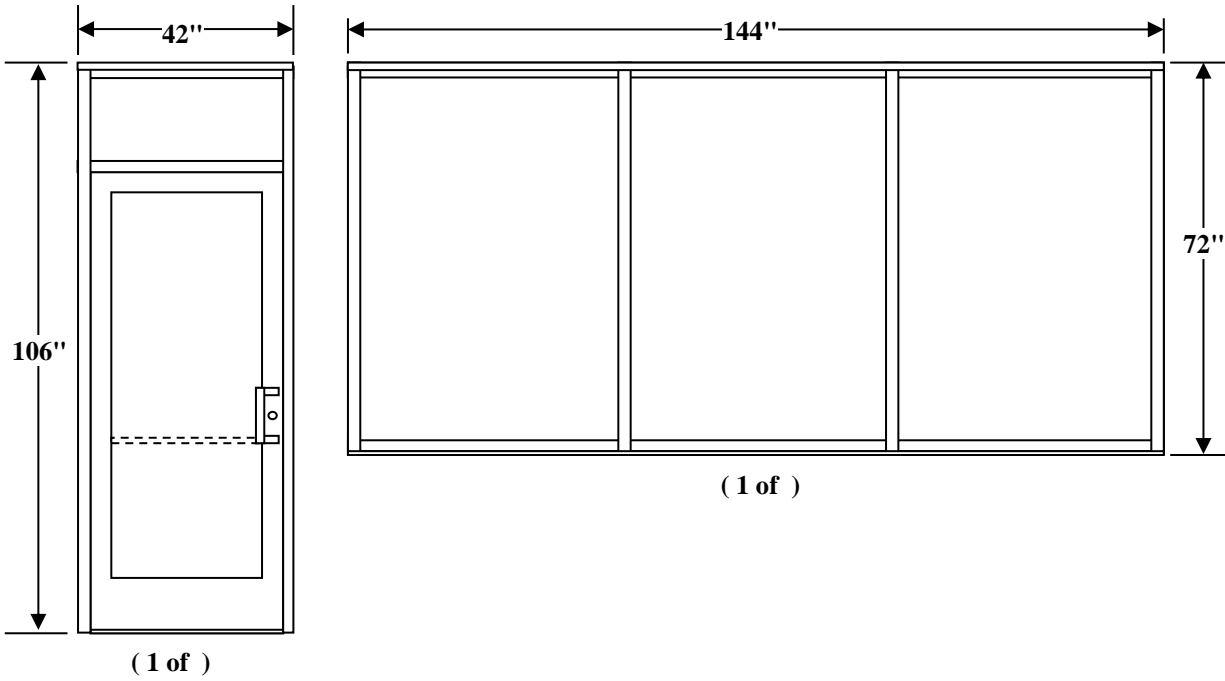
**Total**

**\$79,508.00**

Accepted date

Accepted by

**CONTRACT WITH HOMETOWN**  
GLASS & IMPROVEMENT, INC.



Exterior

2" x 4 1/2" Aluminum Frame

Top Receptor, Subsill w/End Dams

3-2 x 7-0 Medium Stile Aluminum Door

10" Bottom Rail

Clear Anodized Finish

Tubular Push - 10" Offset Pull

1/2" ADA Threshold

LCN 4040XP Heavy Duty Closer

ABH Heavy Duty Continuous Hinge

Maximum Security Lock w/Thumb-Turn

1" Clear Tempered Insulated Glass w/HP Low-e & Argon

Full Weather-Stripping w/Sweep

Perimeter Caulk