

# **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  
April 1, 2025

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB\_Minutes\_4.1.2025.pdf

## **DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES**

April 1, 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: Timothy Kent  
Fr. Matthew Kirk  
Sam Meyer  
Chris Smith

Absent: Shawn Willey

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 Kirk to approve the minutes of the March 4, 2025 meeting of the Downtown Architectural Review Board.

Seconded by Kent.

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

Carried.

### **PROJECT UPDATES**

#### **Update on Salute the Troops Sign**

The Community Development Director shared the design for the Salute the Troops sign and there was consensus from the Board for approval.

#### **23 S Main St – Tuckpointing**

The Community Development Director updated the Board on tuckpointing for 23 South Main St.

## **DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES**

April 1, 2025

Page 2

### **ACTIONS**

#### **104 South Main St (Lake Literary Center)**

Exterior façade renovations

##### Spoke in Support:

Erica Floyd, Project Applicant, 104 S Main St

Motion made by Kirk to approve the façade alterations 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. The “band” color will match the cream/vanilla of the business name on the projecting sign. The color is Sherwin Williams SW7574 Echelon Ecru. The accent color will be the dark blue of the projecting sign Sherwin Blue Eyes 9070 Baby Blue Eyes.
2. Signage will require a sign permit through Inspections.

Seconded by Meyer.

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

Carried.

### **ADJOURN**

Motion made by Kirk to adjourn.

Seconded by Kent.

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

Carried.

Meeting adjourned at 12:13 p.m.

MARGARET HEFTER, CITY CLERK

DB/ss

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA  
CITY OF FOND DU LAC, WISCONSIN  
Chair

Subject:

Effect:

Initiator:

Location:

Recommendation:

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA  
CITY OF FOND DU LAC, WISCONSIN  
Vice Chair

Subject:

Effect:

Initiator:

Location:

Recommendation:

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA  
CITY OF FOND DU LAC, WISCONSIN  
14 N Main Street (Victoria's Pet Nutrition)**

Subject: Proposal: New Projecting Sign and Wall Sign  
Applicant: Victoria's Pet Nutrition

Effect:

Initiator:

Location:

Recommendation:

**ATTACHMENTS:**

**File Name**

Victorias\_Pet\_Memo06.03.25.pdf

Sign.pdf

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

---

Department of Community Development

**Date:** May 27, 2025  
**To:** Downtown Architectural Review Board  
**From:** Dyann Benson, Community Development Director  
**Re:** Project Review – 14 N. Main Street (Victoria's Pet Nutrition)

## **Project Analysis**

**Proposal:** Projecting Sign and Wall Sign

**Historic Status:** Non-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.

14 N Main is located on Main Street between Division Street and Merrill Avenue. It is the location of the Victoria's Pet Nutrition.

At the February meeting, DARB approved the proposed exterior façade alterations. The applicant is seeking review and approval of a proposed projecting sign for the Main Street façade and a wall sign for the rear (west) entry. The projecting sign will be reviewed for compliance with square footage as part of the sign permit review process. The rear wall sign is a wall mounted sign with a back lit glow. LEB Insurance has a similar 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 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.

### **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.

<b>DARB Action</b>
--------------------

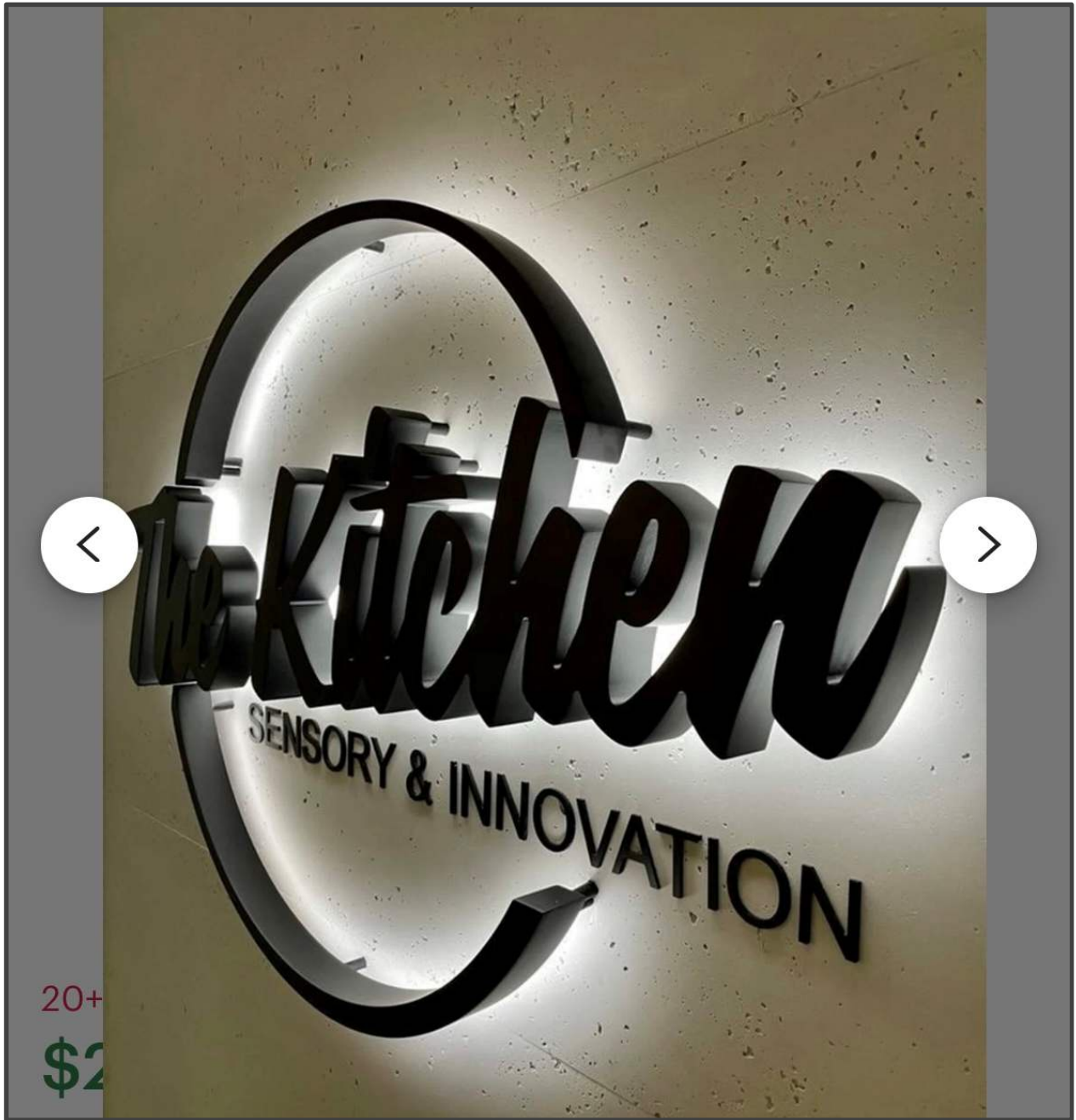
The Downtown Architectural Review Board must determine that the proposed signage is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines to enhance downtown properties.



cnc cut panel, 2 sided, 1 inch thick

2 sided, 4" thick

3/4" thick dimensional letters



Rear (West) Façade Wall Sign - Concept

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA  
CITY OF FOND DU LAC, WISCONSIN  
52 S Marr Street (Twohig Orthodontics)**

Subject:            Proposal: New Wall Sign  
                         Applicant: Signarama

Effect:

Initiator:

Location:

Recommendation:

**ATTACHMENTS:**

**File Name**

Twohig\_Ortho\_Memo06.03.25.pdf

Application\_-\_Redacted.pdf

Existing\_Sign.pdf

Sign.pdf

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

---

Department of Community Development

**Date:** May 27, 2025  
**To:** Downtown Architectural Review Board  
**From:** Dyann Benson, Community Development Director  
**Re:** Project Review – 52 South Marr Street (Twohig’s Orthodontics)

## **Project Analysis**

**Proposal:** Wall Sign  
**Historic Status:** N/A  
**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.

52 S Marr Street is located immediately east of the Fond du Lac Public Library. It sits on Marr Street just south of Chapter 52 Bookstore.

The applicant is seeking to update their wall signage. They are removing the existing south wall, located on the west end of the façade with a new sign on the same faced, but closer to Marr Street. The proposed sign is backlit or reverse lit channel letters. The proposed wall sign is 24.75 sq ft. and complies with code. LEB Insurance has a similar 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.

<b>DARB Action</b>
--------------------

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.



City of Fond du Lac

## DOWNTOWN DESIGN REVIEW

### Project Application

**PROJECT LOCATION:** 52 S. Marr St, FDL, WI 54935  
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)			
Name: <u>Tania Twohig</u>			
Business Name: <u>Twohig Orthodontics</u>			
Mailing Address: <u>52 S Marr St</u>	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address: <u>accounting@twohigorthodontics.com</u>		Phone Number: [REDACTED]	
Project Representative (Complete this information if the project representative is not the project applicant)			
Name: <u>Signarama - Andy W</u>			
Mailing Address: <u>N5528 Miranda Way</u>	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54937</u>
Email Address: <u>andy@signarama-fdl.com</u>		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>Dental OFFICE</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]		5/12/25	
SIGNATURE		DATE	

### PROJECT DETAILS

- |   |   |
|---|---|
| <input type="checkbox"/> EXTERIOR PAINT                           | <input checked="" 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:

Removal of current signage on south side of Building. Adding back 1.7 channel letters on the same side of building and closer to Marr St.

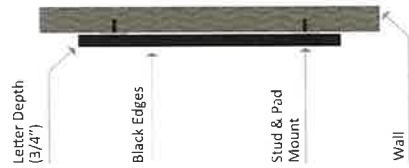
**PROJECT APPLICANT SIGNATURE** [Signature]





**Building Signage**  
Non-Lit Cast Metal Letters

63 12  
2.64



3/4" Deep Flat Cut Aluminum Letters  
Pad & Stud Mount

13's



Placement On Building

<b>Signarama</b> Application - Fond du Lac Fond du Lac, WI 54601 920-921-7181 920-739-7446	
Client:	Twohig Orthodontics
Address:	xxx
City:	xxx
Date:	11/26/2024
Sales Rep:	Andy W.
Designer:	Travis T.
File Name:	48457 Non-Lit Letters
Version:	1
<b>General Sign Specifications</b>	
Face Color:	Black
Edges:	Black
Substrate:	3/4" Cast Metal
Mount:	Pad & Stud Mount
Quantity:	1 Set
Sq Ft:	12.9
<b>Color Specifications</b>	
	Black
<b>Additional Information Needed</b>	
Vector Artwork Needed From Client	
Site Survey Required	
<b>Survey Information Required</b>	
Sign Area (w/h)	<input type="checkbox"/> Building Dimensions
Truck Access	<input type="checkbox"/> Electrical Access
Obstructions	<input type="checkbox"/> Lighting Survey
Color Match	<input type="checkbox"/> Tracing Pattern
<b>Additional Sign Specifications</b>	
Color Disclaimer: The Ink Color Shown In This Rendering May Not Match The Actual Print. Final Print Or Vinyl Colors That Will Be Used.	
Conceptual Drawing. Quote Not Valid To Install. Read Tag. Any Price Changes From Prints Can Result.	
Page 1	

**Building Signage: Produce And Install (1) Set Of Cast Metal Black Letters To Building Side**

Signarama, Inc. is a Proprietary Company. This Document & The Information Contained In It Is Proprietary To Signarama, Inc. / Flyway, Inc. To Use The Information, Disclosure To Any Third Party Or Reproduce This Document Is A Violation Of The Proprietary Rights Of Signarama, Inc. / Flyway, Inc.







**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA  
CITY OF FOND DU LAC, WISCONSIN  
21 4th Street Court (FDL Beer Company)**

Subject:                    Proposal: New Wall Sign  
                                 Applicant: Mike Leb/FDL Beer Company

Effect:

Initiator:

Location:

Recommendation:

**ATTACHMENTS:**

**File Name**

FDL\_Beer\_Company06.03.25.pdf

DARB\_Application\_FDLBC\_Redacted.pdf

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

---

Department of Community Development

**Date:** May 27, 2025  
**To:** Downtown Architectural Review Board  
**From:** Dyann Benson, Community Development Director  
**Re:** Project Review – 21 4<sup>th</sup> Street Court (FDL Beer Company)

## **Project Analysis**

**Proposal:** Wall Sign  
**Historic Status:** N/A  
**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.

24 4<sup>th</sup> Street Court is the location of FDL Beer Company. It is located just east of the former Beernuts Building. In 2024, DARB reviewed and approved the exterior alterations to the façade.

The applicant is seeking review and approval of a proposed wall signage for the front façade. The proposed signage include individually mounted back lit/reverse lit letters. The sample shows a red light but the applicant states the illumination will be white. The wall sign will be reviewed for compliance with square footage as part of the sign permit review process. LEB Insurance has a similar 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.

<b>DARB Action</b>
--------------------

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.



City of Fond du Lac

## DOWNTOWN DESIGN REVIEW

### Project Application

**PROJECT LOCATION:** 21 4th St. Ct., Fond du Lac, WI 54935

ADDRESS

<b>Project Applicant (Business Owner/Tenant/Landowner)</b>			
Name: Michael Leb			
Business Name: LEB Properties / Fond du Lac Beer Company			
Mailing Address: 21 E. 2nd St.	City: Fond du Lac	State: WI	ZIP: 54935
Email Address: [REDACTED]		Phone Number: [REDACTED]	
<b>Project Representative (Complete this information if the project representative is not the project applicant)</b>			
Name:			
Mailing Address:	City:	State:	ZIP:
Email Address:		Phone Number:	
<b>Landowner (Complete this information if the project applicant is not the property owner.)</b>			
Name:			
Mailing Address:	City:	State:	ZIP:
<b>Land Use Information – Project Site</b>			
Describe the use of the building: Brewery & Event Space			
If the proposed project involves a new business or use, identify the most recent use of the building: Storage			
<b>Acknowledgement for Project Completion (Landowner or Tenant)</b>			
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		05/01/2025 DATE	

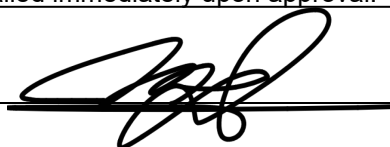
### PROJECT DETAILS

- |   |   |
|---|---|
| <input type="checkbox"/> EXTERIOR PAINT                           | <input checked="" 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:

I would like to install signage on front of building along 4th St. that reads FOND DU LAC BEER COMPANY.  
Individual letters would be cut out and made of stainless steel powder coated black and back lit with a soft white LED light. Signage will be installed immediately upon approval.

**PROJECT APPLICANT SIGNATURE**





## BEFORE



## AFTER





## EXAMPLE OF LETTERS



## EXAMPLE OF BACK LIGHTING (LIGHT WILL BE WHITE NOT RED)



**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA**  
**CITY OF FOND DU LAC, WISCONSIN**  
**113-117 S Main Street (Zacheral O'Malley Endejan S.C./Main Street**  
**Fashion)**

Subject:            Proposal: Exterior Alterations - New Windows  
                         Applicant: Tony O'Malley

Effect:

Initiator:

Location:

Recommendation:

**ATTACHMENTS:**

**File Name**

OMalley\_DARB\_Memo.pdf

DARB\_Application\_Redacted.pdf

PHOTO\_ATTACHMENT\_EXPLANATION.pdf

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

---

Department of Community Development

**Date:** May 27, 2025

**To:** Downtown Architectural Review Board

**From:** Dyann Benson, Community Development Director

**Re:** Project Review – 113-117 South Main Street (Law Firm/Main Street Fashion)

## **Project Analysis**

**Proposal:** New Windows – Second Floor

**Historic Status:** Contributing Property, South Main Street Historic District  
State/National Register of Historic Places

**Design Review:** The Downtown Architectural Review Board must determine if the proposed window replacements are 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 113-117 South Main Street is home to the and Main Street Fashion. The property is located within the C-1 Central Business District.

The applicant is seeking to replace the second story windows with a composite window and that would be all glass. The existing windows have mullions that divide the wider windows into 4 quadrants and the two “narrow” windows into half windows. If the 3<sup>rd</sup> story windows are not replaced then there will be two different style of windows. The existing frame color is a faded blue/gray. The current color accents are burgundy and gray. The proposed frame color is taupe. The current windows were squared off at some point. The shadow of the decorative façade elements softens the look.

Color sample will be available at the meeting. Window cut sheets pending.

## **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:**

### **720-42 (D)Architectural Review Standards.**

Color and material elements apply to a building exterior that is generally visible to a public street and/or alley.

(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.

(6) Windows and doors should be similar in size, proportion and alignment based on the architectural style of the building. Original door and window openings and accenting features shall be maintained where practical. First floor windows are required and shall establish visibility and transparency along the street. Replacement windows and doors should, where possible, fit into the original opening, minimizing the amount of blocking and/or filler panels. Replacements should match the existing/original in size, shape and arrangement of panes.

<b>DARB Action</b>
--------------------

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



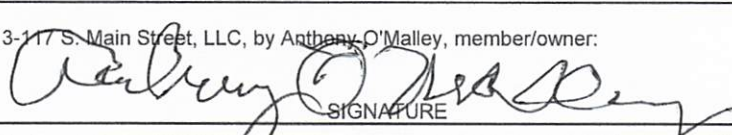
City of Fond du Lac

## DOWNTOWN DESIGN REVIEW

### Project Application

**PROJECT LOCATION:** 113, 115, 117 S. Mains Street, Fond du Lac, Wisconsin

ADDRESS

<b>Project Applicant (Business Owner/Tenant/Landowner)</b>			
Name: Anthony O'Malley			
Business Name: 113-117 S. Main Street, LLC			
Mailing Address: 115 S. Main Street	City: Fond du Lac	State: WI	ZIP: 54935
Email Address:		Phone Number:	
<b>Project Representative (Complete this information if the project representative is not the project applicant)</b>			
Name: Anthony O'Malley			
Mailing Address: 115 S. Main Street	City: Fond du Lac	State: WI	ZIP: 54935
Email Address: [REDACTED]		Phone Number: [REDACTED]	
<b>Landowner (Complete this information if the project applicant is not the property owner.)</b>			
Name: 113-117 S. Main Street, LLC (Tony and Sandie O'Malley-LLC members)			
Mailing Address: [REDACTED]	City: Oshkosh	State: WI	ZIP: 54901
<b>Land Use Information – Project Site</b>			
Describe the use of the building: Law offices, art studio, business suites.			
If the proposed project involves a new business or use, identify the most recent use of the building:			
<b>Acknowledgement for Project Completion (Landowner or Tenant)</b>			
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.			
113-117 S. Main Street, LLC, by Anthony O'Malley, member/owner:  SIGNATURE		May 19, 2025 DATE	

### PROJECT DETAILS

- |   |  |
|---|--|
| <input type="checkbox"/> EXTERIOR PAINT                           | <input type="checkbox"/> SIGN - WALL       |
| <input checked="" 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:

The second floor windows have deteriorated and need repair. The glazing is failing, windows are cracked and the sashes holding the glass have rotted. There are two options available: 1) reglaze and replace windows (not sashes) for a temporary fix. 2) replace entire window with a composite insert type window (Renewal by Anderson or similar) for a permanent fix. Composite windows have limited color options, but I thought that a taupe or brown color exterior finish would match the exterior color scheme of the building best. Windows must be ordered custom which takes around 8-10 weeks and once they are in about a week for installation. Scaffolding will be required for installation. The windows will have a square top and be all glass with no glazing sashes (picture window style, no cross pieces holding window panes). Would attempt completion by end of year, probably sooner. See mockup photos.

**PROJECT APPLICANT SIGNATURE**

Anthony O'Malley, for LLC

## PHOTO ATTACHMENT EXPLANATION

There are four photos showing the building at 113, 115, and 117 S. Main Street, Fond du Lac, Wisconsin (numbers increasing South left to right). First is the entire building front. The following 3 photos are the details of the second floor windows to be effected by project.

Second is a single photo with a sample of the window replacement in taupe (light blue not available) superimposed over the window. The actual replacement will be further in consistent with the depth of the other current windows shown. This taupe color is most consistent with the shade of the existing sashes, but an exterior brown is available that would match the decorative detail around the window. A stark white or highly contrasting insert is planned to be avoided.



