

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA

September 7, 2021

12:00 PM

Meeting Room A
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

I. Call To Order

A. Virtual Instructions

Downtown Architectural Review Board - September 7, 2021

Tue, Sep 7, 2021 12:00 PM - 1:00 PM (CDT)

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/579640437>

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United States (Toll Free): 1 866 899 4679

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B. Attendance

C. Declaration Quorum Present

II. Approval of Minutes

A. August 3, 2021

III. Election of Officers

A. Chair

B. Vice-Chair

C. Secretary

IV. Project Updates

A. Building Inspector Report

V. Actions

A. 44 North Main Street (Sneaker Culture)

Applicant: Mary Fulton

Project: New tenant wall sign and exterior paint

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
Virtual Instructions**

Subject: **Downtown Architectural Review Board - September 7, 2021**

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Effect:

Initiator:

Location:

Recommendation:

DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
August 3, 2021

Subject:

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

DARB_Minutes_08.03.2021.pdf

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

August 3, 2021

12:00 P.M.

Meeting Room A / Go To Meeting Software
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

CALL TO ORDER

ROLL CALL:

Present: Howard Floeter (virtual)
James Immel (virtual)
Lisa Pauly-Lefebvre (virtual, arrived at 12:04 PM)
Stan Ramaker
Scott Stelmacher
Steve Schoofs

Absent: None

Administrative Staff: Kolin Erickson, Principal Planner

Chairperson Floeter declared a quorum present.

APPROVAL OF MINUTES

Motion made by Stelmacher to approve the minutes of the July 6, 2021 meeting of the Downtown Architectural Review Board.

Seconded by Ramaker.

ROLL CALL VOTE: Aye – Floeter, Ramaker, Schoofs, Stelmacher, Immel
Nay – None

Carried.

PROJECT UPDATES

There were no updates of construction projects to report.

ACTIONS

25A North Main Street (*Twisted Thread Quilting*)

New wall sign.

DOWNTOWN ARCHITECTURAL REVIEW BOARD MINUTES

August 3, 2021

Page 2

Appeared in Support:

Katie Anhalt, Project Applicant, 583 Whispering Springs Drive

Motion made by Stelmacher to approve the new wall sign as proposed. The project approval is based on findings that the proposed 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 Schoofs.

ROLL CALL VOTE: Aye – Floeter, Ramaker, Schoofs, Stelmacher, Immel
 Nay – None

Carried.

ADJOURN

Motion made by Schoofs to adjourn.

Seconded by Stelmacher.

ROLL CALL VOTE: Aye – Floeter, Ramaker, Schoofs, Stelmacher, Immel
 Nay – None

Carried.

Meeting adjourned at 12:05 p.m.

MARGARET HEFTER, CITY CLERK

KE/ss

**DOWNTOWN ARCHITECTURAL REVIEW BOARD AGENDA
CITY OF FOND DU LAC, WISCONSIN
44 North Main Street (Sneaker Culture)**

Subject: Applicant: Mary Fulton
 Project: New tenant wall sign and exterior paint

Effect:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

File Name

44_N_Main_St_agenda_redacted.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 44 N. Main St. Fond du Lac, WI 54935
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)			
Name: <u>Mary Fulton</u>			
Business Name: <u>Sneaker Culture</u>			
Mailing Address: <u>733 Security Dr. # m203</u>	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address: [REDACTED]		Phone Number: [REDACTED]	
Project Representative (Complete this information if the project representative is not the project applicant)			
Name:			
Mailing Address:	City:	State:	ZIP:
Email Address:		Phone Number:	
Landowner (Complete this information if the project applicant is not the property owner.)			
Name: <u>Quin Schneider</u>			
Mailing Address: <u>N7132 Leonard Dr.</u>	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Land Use Information – Project Site			
Describe the use of the building: <u>Retail Store</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		<u>8-18-2021</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:

Building exterior: Repaint the existing black paint with a fresh coat of black paint. Paint over the green paint with purple paint. The logo will go over the front entrance door. Logo will be a hand holding 2 shoes by the laces with Sneaker Culture written on the sole of the shoes. (See attached). Work to be completed by 9/10/21. Proposed store opening 9/15/21

PROJECT APPLICANT SIGNATURE





Current Look of
44 N. Main St.

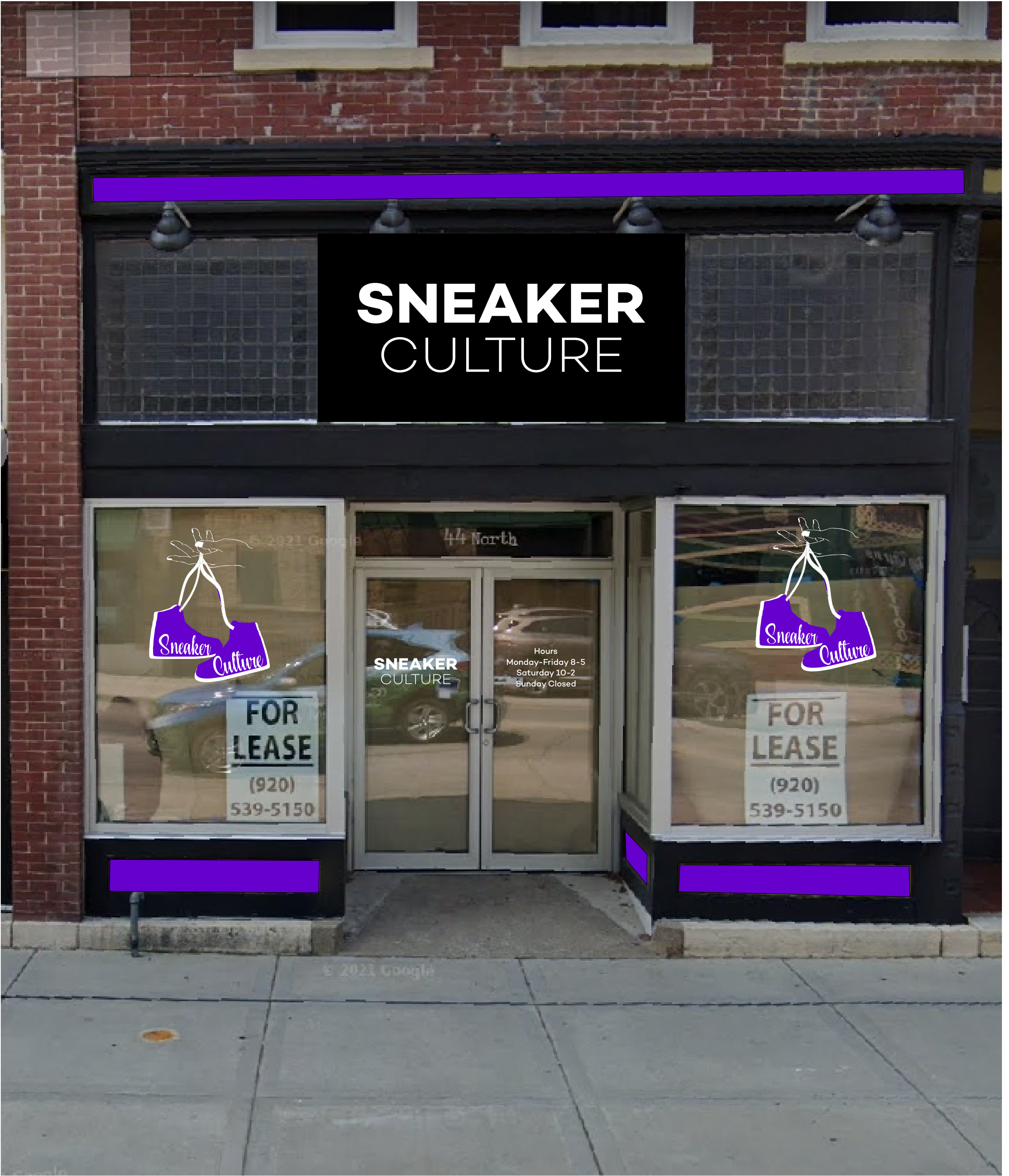


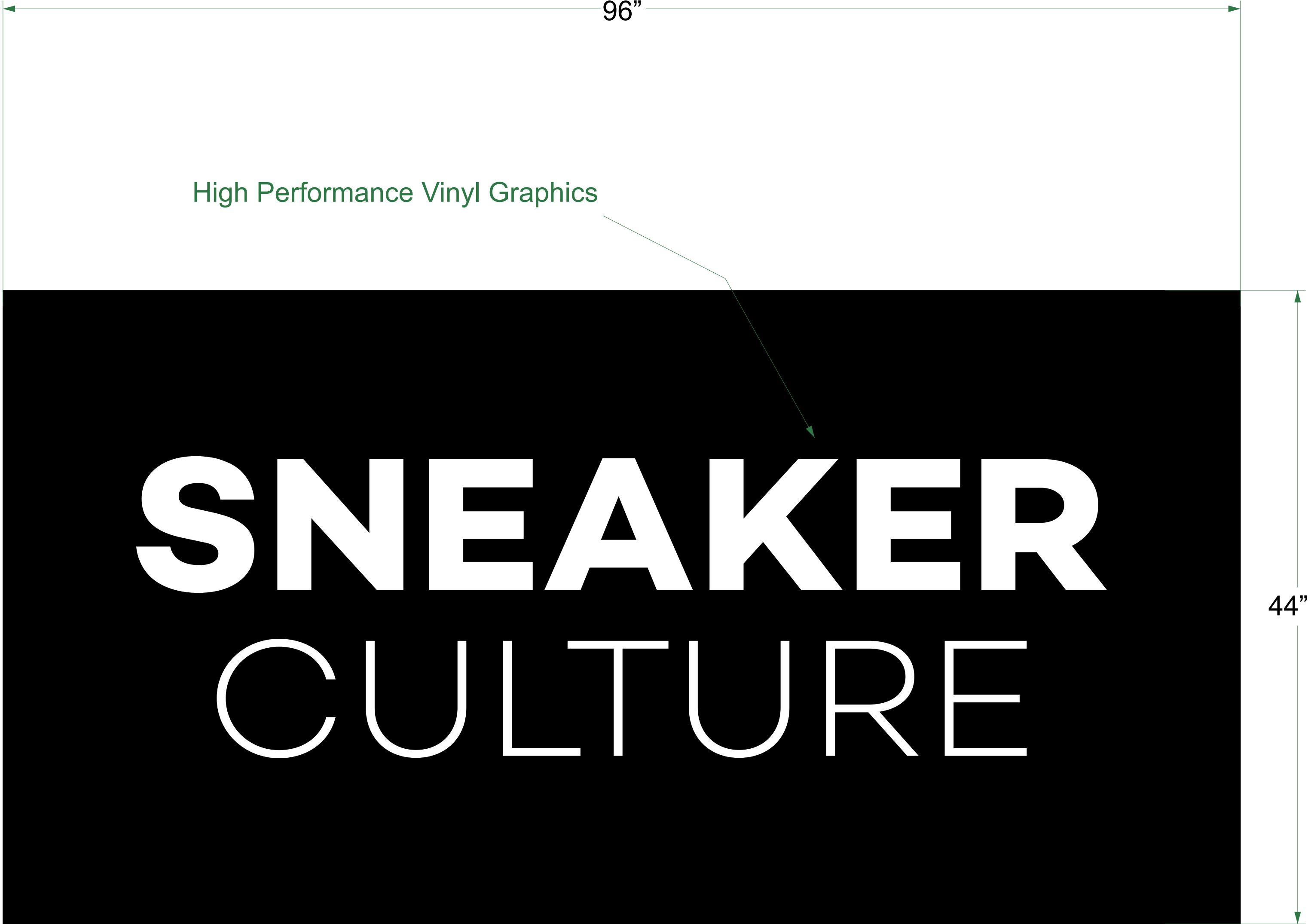
Pittsburgh Paints & Stains® Ultra Exterior Latex Flat Black Magic Paint & Primer - 1 qt.

Model Number: BLACK_MAGIC_MEN7065-6_UL_EXT_FL_04 | Menards® SKU: 5542002



Proposed Sign, 44 N. Main
Vinyl Graphics on Dibond
29.3 Sq Ft





96"

High Performance Vinyl Graphics

44"

SNEAKER
CULTURE

Dibond Material, Satin Black

29.3 Square feet

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: August 27, 2021
To: Downtown Architectural Review Board
From: Kolin Erickson, Principal Planner
Re: Project Review – 44 N Main St (Mary Fulton o/b/o Sneaker Culture)

Project Analysis

Proposal: New tenant wall sign and exterior paint.
Historic Status: Contributing property to the North Main Street Historic District
Design Review: The Downtown Architectural Review Board must determine that a new wall sign and exterior paint are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

44 N Main Street is located mid-block between E Division Street and E Merrill Avenue. 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.

New signage to identify *Sneaker Culture* proposes a wall sign on the storefront with N Main Street. The sign is composed of a dibond material backing (satin black), covered with printed vinyl text graphics (white) and is non-illuminated. Its dimensions are 3.67' by 8.0' (29.3 square feet) and permitted up to approximately 34 square feet of wall signage. Two window signs are also proposed for two storefront windows. The code permits window signage up to 25% of the window area a sign is affixed to (inside of window). A sign rendering is included with this submittal. Additionally, the exterior storefront is to be painted black (repainting like for like on the existing storefront); all other wood accent areas are to be painted purple. Color samples are included with this submittal.

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 section: 720-42 (D) (5), 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.

[2] The traditional storefront design theme, characterized by strong horizontal and vertical rhythms formed by building openings, columns, cornices, kick plates, sign bands, large display windows and transom windows, shall be employed for all new nonresidential buildings.

[3] Building facades should not be cluttered with brackets, wiring, meter boxes, antennas, gutters, downspouts and other appurtenances. Appurtenances shall be colored to blend with the building exterior. Ornamentation that is inconsistent with the general design theme of the downtown area is prohibited.

[4] Clear or slightly tinted glass should be used. Mirror glass, smoked glass or heavily tinted glass is not permitted.

[5] When facade changes are made, hidden architectural elements and original materials should be restored or replaced, when practical, to match the architecture of the building.

DARB Action

The Downtown Architectural Review Board must determine that the proposed wall sign and exterior paint 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.