

**City of Oconomowoc
Architectural Commission Meeting Minutes
November 3, 2010**

Chairman Day called the meeting to order at 5:30 pm.

Members Present: Michael Day, Paul Schultz, Kent Johnson and Jeremy Flint
Members Absent: Chad Vande Zande
Staff Present: Jason Gallo and Chris Dehnert
Others Present: Ald. Slattery and Bill Chapman

5:30 PM Public Hearing: The hearing opened at 5:30 pm. Day read the public hearing notice into the record. William Niemann, on behalf of Pabst Farms, has applied for a Special Exception to be allowed to exceed the allowable number of signs, additional signage area, increase in the allowable sign height, placement of off-premise signs and exemptions to the temporary sign requirements regulated in Subchapter 17-8 of the City Zoning Ordinance.

No comments were received. The public hearing closed at 5:31 pm.

2. Approve Minutes for October 6, 2010: Motion by Flint to approve the October 6, 2010 minutes; second by Schultz. Motion carried 4-0.

Old Business:

3. Meadows at Prairie Creek – Consider/approve architectural plans for first phase of multi-family residential development to be located on the SW corner of CTH P and CTH Z directly behind Piggly Wiggly: Stephen Perry Smith and Mike Bongers of Stephen Perry Smith Architects were present along with Tony DeRossa of Wangard Partners to explain they brought along samples of the materials to be used on the buildings along with updated renderings. There will be 4 pods and 2 prototypes for the buildings, one with garages that face out and those that face both out and to the side. Smith noted changes have been made to the buildings which were discussed at last month's Architectural meeting. Materials include a thin stone veneer, hardiplank cement siding for the walls and gables, a cream color composite material for the columns, trim, trellis, balconies, architectural brackets and corner board with driftwood colored architectural dimension asphalt shingles. Doors will be real wood with upper glass inserts, windows will be vinyl clad wood with grilles and the garage doors will be an insulated aluminum with raised panels. There are 2 different color pallets for the stone and siding which will alternate between the buildings so that the colors are opposite of each other to help differentiate the buildings in each pod while the rest of the building will be the same to maintain continuity. The landscaping plan consists of a variety of shrubs and perennials 5' in depth around the building to help soften it. The lighting plan consists of post fixtures and wall mounted dark bronze arts and crafts style fixtures with light levels per City Code. Smith also showed an updated drawing of the proposed clubhouse along with a pool that he noted will be installed when market conditions warrant it. The clubhouse will be in the autumn tan color pallet and consist of the same materials as the other buildings. The dumpster enclosures will consist of a cream color composite material with landscaping around it to help screen them. The mechanicals will consist of ground mounted condensing units which will be concealed as much as possible. The members liked the choice of colors and materials as presented. Flint encouraged the Plan Commission to look at pedestrian amenities, i.e. playgrounds and walkways to retail establishments, and asked Smith to explore putting in a pathway.

Motion by Johnson to approve the architectural plans for the first phase of the Meadows at Prairie Creek, as presented; second by Schultz. Motion carried 4-0.

Old Business:

4. Meadows at Prairie Creek – Consider/approve sign plans for multi-family residential development to be located on the SW corner of CTH P and CTH Z directly behind Piggly Wiggly: Smith said they are requesting approval of 2 monument signs. The larger sign will be located off Prairie Creek Blvd. in an island in front of the

clubhouse. It will consist of a lannon stone wall inset with a large piece of lannon stone with metal letters and the logo of the development. Two floodlights with shields will shine up on the sign from the ground, and there will be landscaping around its base. The second slightly smaller monument sign will be located along Lake Drive and consist of the same materials as the other sign. It will be double-sided with the same style lights on both sides of it with landscaping around it. The signs as presented comply with the code for major developments.

Motion by Flint to approve the sign plan for the Meadows at Prairie Creek, as presented; second by Schultz. Motion carried 4-0.

5. First Bank Financial Centre - Consider / approve sign plans at 155 W. Wisconsin Avenue: Nate Zastrow appeared on behalf of First Bank requesting approval of 3 signs which are being updated due to a change in their logo. They consist of a wall sign on the back of the building facing south, a sign on the drive thru of the building which will consist of a single "1", and a faceplate change on their time/temp sign. Schultz did not care for the number 1 on the side of the drive-thru and felt it should be written out. Zastrow noted it is their logo. Gallo explained the sign in question is 2' x 8' which is within square footage requirements per code so they could add lettering to it without compromising code requirements.

Motion by Johnson to approve the sign plan for First Bank Financial Centre, 155 W. Wisconsin Avenue, as presented, except with the request they consider amending the number 1 on the side of the drive-thru to include lettering; second by Schultz. Motion carried 4-0.

6. Orion Sales Partners - Consider / approve building façade amendment at 120 E. Wisconsin Avenue: Jason Dvorak explained the exterior of the building is stucco and in need of major work. He plans to replace the facade of the first story facing Fowler Lake with cream city brick and 3 new double-hung windows. A standing seam metal roof will be added over a new wood entry door. The stone will stop at the second floor which Dvorak noted he would like to remodel sometime in early 2011.

Motion by Flint to approve the building façade amendment for Orion Sales Partners at 120 E. Wisconsin Avenue, as presented; second by Johnson. Motion carried 3-0-1 (Schultz abstained).

7. US Cellular - Consider / approve building plans for equipment shelter addition at St. Paul's Lutheran Church at 210 E. Pleasant Street: Jeff Fowle of US Cellular was present to explain their plans for a 13' addition on the east end of the existing building located at the base of the church parking lot. They are going to be adding equipment which will be located in the addition and running new coax cable up along the wall of the church, in through the bell tower and out the louvers up to a new antenna behind the steeple. He noted they plan to tuck the cable in a notch up the side wall so it is less visible and plan to replace the old louvers of the church tower with new fiberglass louvers. They plan to match the existing brick on the building, retaining wall and doors, and the site line elevation will match the existing building. There was discussion on the catch basin which Fowle will look into. They plan to tie in the roof with the roofline of the existing building. Discussion ensued on the doors, and it was agreed they should be painted to match the brick to make them less noticeable. They are proposing the addition of 2 HVAC units which they plan to put on the rooftop with the Church's A/C unit which is already located there. There is a parapet around the roof which will help screen most of the units. Day suggested moving the units so they are located in the NE corner of the roof which will help make them less visible. Gallo noted next week the Plan Commission will be reviewing the applicant's request for a zoning text amendment which is a requirement before they can move forward with the addition.

Motion by Schultz to approve the building plans for the US Cellular equipment shelter addition at St. Paul's Lutheran Church, 210 E. Pleasant Street, as presented except the AC unit should be relocated in the back corner of the roof and the service doors should match the brick; second by Johnson. Schultz amended his motion to clarify the AC units should be moved into the NE corner of the roof; seconded by Johnson. Motion carried 4-0.

Day requested Item 10. be taken next on the agenda with Items 8. and 9. to follow. He then announced at 6:20 pm that the commission would take a 5 minute recess. The meeting was called back to order at 6:25 pm.

10. Pabst Farms Town Centre - Consider / approve building architectural plans for Phase I of the development to be located at the NE corner of I-94 and Summit Avenue: The following individuals were present: Dan Warren, Bill Niemann and Scott Lesser from Pabst Farms; Chris Erb and Matt Casey from Developers Diversified Realty (DDR); Stephen Perry Smith of Stephen Perry Smith Architects, acting as an in-house architect for Pabst Farms; and C.J. Lindburgh of Dorsky, Hodgson, Parrish & Yue, architect on behalf of DDR. Warren gave a brief history on how over the years they have come before the City for both building architecture and signage on various different Pabst Farms buildings. Plans for the Town Centre have been ongoing for the past 5 years, and they just received approval from the Council last night of their Precise Implementation Plan for Phase I of the development. They plan to attend the New York National Conference of the International Council of Shopping Centers (ICSC) on December 6 and 7, which is the largest organization of shopping centers, and he explained it is imperative that they have all building and signage approvals prior to then. Day questioned if what they are being shown are the same pallets of colors that will be shown to retailers. Warren agreed noting they may have to do some slight modifications depending upon who ultimately the retailer is. Gallo asked if there will be empty storefronts until they are all filled up. Erb agreed and added they plan the buildings with specific retailers who they work with often. They feel comfortable with their plans so far. Gallo said if there is a small change to the plan they could make it; however, if it involves a major façade change, it would have to come back to Architectural for review and approval. Flint was concerned with giving broad approval and instead wanted to look at each building more closely.

Lindburgh explained while they want the Town Centre to be similar to other Pabst buildings, they also want its design to stand alone. There are a total of 13 buildings in Phase I which they are requesting approval of tonight. The rest of the development's features and out buildings will come before them for approval at a different time. Lindburgh then presented the color pallets and materials for the three main types of buildings in Phase I: small shops, junior tenant and large anchor stores. The buildings all have 4-sided architecture. The small shops will consist of masonry façade with some EIFS, a variety of textures such as manufactured stone and brick products, different style roofs and canopies, different accent colors and highlight bands, and glass wrapped corners. Lindburgh then reviewed the junior tenant building colors and materials pallet which will consist of a variety of stone and EIFS pieces, noting the buildings will also have a variety of heights. Lastly, he reviewed the materials and colors for the large anchor stores which will include broken up canopies along with playful colors and accents. He noted what was shown was not the entire pallet but everything will be based on these choices.

The members then reviewed each of the 13 buildings one at a time, beginning with the building shown as Retail D. Schultz commented he was okay with the architectural style of the building but disagrees with the use of cast stone. He noted there is no other cast stone in the whole Pabst Farms development. Lindburgh explained real stone is hardly ever used in retail developments due to its cost. Erb added a similar product was used on a different retail center and he felt gave it a real high end look. Lindburgh stated it also has to do with the durability of the product as well as availability. Flint noted this is setting precedence as the members have required all other retailers to use real stone. Day felt it was more important that the buildings have 4-sided architecture, noting most of the building will consist of brick. Flint didn't like the red tower and Schultz didn't care for the back side of the building on Retail D. Lindburgh noted there will be landscaping along the back side which Gallo pointed out did not consist of tall plantings. Schultz suggested that the large brick section on the back side of Retail D could be a darker color. Day questioned the location of the mechanicals on the buildings and was told they would be located on the roof and screened. Gallo pointed out on Retail C / D that there will be a wall on Hwy 67 which will block the west elevation to help screen the back side. Schultz didn't like the red dormer element included on Retail E / C as he didn't feel it fits with the rest of the Town Centre. Day suggested it could be replaced with a metal roof to match other elements. Smith agreed they will look into changing this roof. Schultz felt the Anchor 1 building consisted of a lot of mass and not enough glass. Day noted he preferred the masonry over the plate glass used by most large retailers. No other comments were received on the rest of the buildings. Johnson commented overall he liked what they have done with the buildings.

Motion by Johnson to approve the architectural building plans for Phase I of the development to be located at the NE corner of I-94 and Summit Avenue, with consideration given to the tower and roof elements; second by Schultz. Flint thought the specific tower elements should be listed in the motion. Johnson amended his motion to clarify that the tower located on the left side of the SW elevation of Retail D and all towers similar to it throughout the development need to be modified and also redesign/revise the red roof portion located on the NE elevation of Major Retail E & Retail C; second by Schultz. Motion carried 4-0.

8. Pabst Farms Town Centre - Consider / approve special exception for signage height, location, number and type of signs for development to be located at the NE corner of I-94 and Summit Avenue:

9. Pabst Farms Town Centre - Consider / approve signage plans for Phase I of the development to be located at the NE corner of I-94 and Summit Avenue: Gallo explained the public hearing held at the beginning of the meeting was due to the applicant's request for special exceptions for signage. He clarified approval by the members would indicate they are in agreement with the exception requests. Erb explained aldermen expressed their concerns with the signage at the Council meeting last night, and they met with Gallo earlier today to address the issues. They wanted to give their signage presentation tonight anyway, then be given time to make amendments to it based on Gallo's concerns and have a separate meeting prior to the December Architectural meeting to address current and future signage. Erb noted the aldermen are concerned with the 60' height they are requesting for the identifying sign to be located on I-94. He then showed photos of existing 60' signs located outside malls in the Ohio area in a variety of styles. He then showed pictures of their signage photo-imposed into the current landscape to show what the actual signage will look like in the proposed locations. Erb stated signage is very important from a tenant's perspective. Day asked if the font color could be consistent for all tenants on the primary monument sign. Erb explained while the main sign is the developer's, everything on the sign panel is generally the vendor's domain. Schultz felt that 60' is way too tall. Erb said drive by traffic is very important to a tenant's business. Schultz was also concerned with the signage shown on the back of the buildings facing I-94. Flint wasn't concerned with the height but felt the main sign should consist of substantial architectural with a rich element. Erb then shared with the members the new drawing which had been shown to staff at the meeting held this morning. Flint suggested signage should be drawn in both elevations when coming back for approval. Day questioned why the Pabst Farms logo was not incorporated into the signage. Flint suggested the roofline element which is part of an existing Pabst Farms sign on Hwy 67 could be incorporated into the proposed signage.

Gallo said staff has done a lot of research on similar signs in order to see what else is out there. The Zoning Code requires signage for large developments be no taller than 29'; the applicant is requesting 60'. Gallo then showed a photo of a 40' sign located outside a Sun Prairie mall. Day thought the size of the secondary monument sign is acceptable; however, it should be less busy and classier. Johnson agreed the signage has to be architecturally pleasing and should include the logo. Discussion ensued on off-premises signage as the property consists of 3 separate parcels. It was pointed out they have 3 separate tax key numbers, they are all owned by the same property owner and are considered part of the same development.

Day suggested the applicant add an architectural element, the font of the tenant signage be in the same color and the primary monument sign be a total of 50' in height. He would also like something visual added to make it feel more like a campus. Flint felt the height is tied to the type of roadway the development is next to, and good architecture will make up for it. The members suggested a special meeting be held as a work session to review all signage for the development. There will be no action taken at this meeting but instead final review and action will take place at next month's meeting of the Architectural Commission. Flint added the applicant should plan to bring several different sizes and themes for the members to consider.

Motion by Day to table the special exception as requested for the Pabst Farms Town Centre to be located at the NE corner of I-94 and Summit Avenue; second by Schultz. Motion carried 4-0.

Motion by Day to set a work session of the Architectural Commission for Monday, November 15, 2010 at 4 pm for discussion purposes only, of the signage plans for the Pabst Farms Town Centre to be located at the NE corner of I-94 and Summit Avenue, second by Johnson. Motion carried 4-0.

11. **Reports and comments from the Architectural Commissioners:** Flint commented how nice the new sculpture looks in the roundabout downtown.
12. **Reports and comments from the City Planner:** None.
13. **Adjourn:** Motion by Johnson to adjourn at 8:40 pm; second by Schultz. Motion carried 4-0.

Chris Dehnert, Deputy City Clerk