

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

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

Members Present: Michael Day, Paul Schultz, Kent Johnson and Chad Vande Zande
Members Absent: Jeremy Flint
Staff Present: Jason Gallo and Chris Dehnert

2. Approve Minutes of January 6, 2010: Motion by Vande Zande to approve the January 6, 2010 minutes; second by Johnson. Motion carried 4-0.

3. Silver Nails - Consider / approve wall sign plans at 1320 Pabst Farms Circle, Suite #100: Jerry Kuhn of Sign-A-Rama was present on behalf of the owner. Gallo reported their request is for a single white aluminum wall sign with internally illuminated 24" channel letters. The sign will be 24" x 15' for a total of 30 sf which meets code requirements. The sign is similar to other signs in the Market Place development, and the President of Pabst Farms Development has provided a letter approving it. The applicant plans to have the sign turn off by 10 pm. Gallo noted this is a new business, and it will be going before the Plan Commission on February 10, 2010 for a special use permit. He has no concerns with the sign and recommends approval.

Motion by Johnson to approve the wall sign plans for Silver Nails, 1320 Pabst Farms Circle, Suite #100, as presented; second by Vande Zande. Motion carried 4-0.

4. Alpha Collision Center - Consider / approve wall sign plans at 202 E. Wisconsin Avenue: Gallo explained the applicant is requesting approval of two wall signs. The first sign totals 50 sf and will face Wisconsin Avenue. The second sign is 25 sf and is an irregular shape which will face St. Paul. The sign will not be lit although they are considering illuminating it at some point. The signs consist of aluminum faced forest green plywood with white and black trimmed vinyl letters. The owner of the property has provided a letter approving the proposed signage. The applicant requires a conditional use permit for this new business, and their request will be going before the Plan Commission on February 10, 2010. Gallo noted the guidelines for the Downtown Plan were included in the packet for the commissioners, and the sign complies with the Downtown signage criteria.

Robert Hamilton of C.M. Homes was present and explained the business will be a vehicle collision drive in claim center with the repair work being done on the vehicle at their shop located in the Town of Oconomowoc. They plan to cosmetically clean up the outside of the building in an attempt to make it look better though they don't plan to spend a lot of money on it. Day pointed out this business is part of a redevelopment area. Hamilton added they are considering painting the building a different color. Gallo added maintenance type items like exterior painting don't have to come back for review unless it is a major color change. Day suggested the applicant have staff review their color choice before they make the change. Day was also concerned with how they plan to hang the sign from the building. He suggested the applicant use a pie shaped bracket attached to the mansard roof which Hamilton agreed with.

Motion by Schultz to approve the sign plan for Alpha Collision Center, 202 E. Wisconsin Avenue, as submitted, second by Johnson. Motion carried 4-0.

5. Fiesta Cancun Mexican Restaurant - Consider / approve wall sign plans at 159 E. Wisconsin Avenue:

Gallo explained the applicant made changes to their sign request after submittal of their original application which improves the sign's appearance and conforms to size requirements. Kathy Tadych, owner, explained they changed the sign from a plastic molded material to white aluminum with vinyl letters which measures 16" x 12'2". The sign reads "Fiesta Cancun", and it will hang above the "Mexican Restaurant & Bar" existing sign. Johnson asked why this sign was added above the rest of the sign and thought it would look better if the applicant could recreate the top portion of the sign to match the lower part. Tadych explained while they would do this is if they could, the previous business' name was actually stitched on to the temporary building's fabric. Gallo explained staff would like this sign to be considered temporary instead of permanent. Robert Duffy, Director of Economic Development, stated the City has helped this business with funding for a façade change and asked the owner to move forward with this project by July 1, 2010. If they decide they can't or simply choose not to, they should return these funds so they can be used for improvement of another business in the downtown. Day felt though the owners have made an attempt to improve their façade by applying for the grant, placing a time limit on the sign would be appropriate. A question was raised on what the amount of time should be, and it was agreed one year is acceptable. Gallo then read a portion of the Architectural Commission minutes from August, 2005 where the current sign was deemed to be in noncompliance with the downtown plan but was approved at that time anyway due to special circumstances.

Motion by Vande Zande to approve a temporary aluminum sign as presented for Fiesta Cancun Mexican Restaurant, 159 E. Wisconsin Avenue, for a 1 year period at which time it will need to come back for review; second by Schultz. Motion carried 4-0.

6. Oconomowoc (K-Mart) Plaza – Discussion of building façade renovations, covered walkway extensions, drop-off canopy, loading docks and signage plans at 1408 Summit Avenue:

Stu Wangard, owner, was present along with Bud Bessler from Oliver Construction, who explained they are requesting a conceptual review by the commissioners of their plans for renovations to the Oconomowoc Plaza with formal action at another meeting. Bessler explained this project will be completed in two separate phases. The first phase includes the northern end of the building or everything except the K-Mart building, and the second phase will be the K-Mart building itself. As part of the first phase, a Goodwill Store will be going into the most northern half of the former Allied Pools/Pick n' Save building. Wangard explained there were other businesses interested in going into this section of the building but they chose Goodwill because of their professionalism with how they operate their business. Bessler further explained the cart section will be removed from the front of the building and replaced with a covered walkway extension and two separate entrances. Materials to be used on the façade will be stone / precast block across the front, Nichiha fiber panels on the front of the walkway and as wall accents, E.I.F.S cement panels on the walls, pre-finished metal coping along the roofline, and new storefront windows and doors. A color rendering was presented which showed the green, red and cornflower yellow colors they are planning to use. A 13'6" tall donation canopy will be added to the north side of the building. Parking lot improvements were discussed. Day asked if they were considering developing the east side of the parking lot. Wangard explained there are sections along this area of the parking lot that they are not allowed to develop. Schultz inquired if some landscaping could be added throughout the parking lot. While he agreed with the idea, Wangard explained financially it doesn't make sense to make great improvements to a parking lot. Day said he just wanted to see if there could be any relief from the large amount of asphalt in front of the building. Bessler stated there will be no lighting added to the building except by the donation canopy where lights will be added to help illuminate the area. During the second phase of the renovation, the original brick on the K-Mart building will be kept but the entry façade will be updated with E.I.F.S. and metal coping. The same colors will be used from the first phase except they are considering blue on the entrance to K-Mart. Overall the members liked the color choices as proposed. Vande Zande questioned their timeline, and Wangard said they hope to begin work in the spring. He added that he hopes K-Mart will want to update their façade when they see the work being done on the other end of the building.

Gallo then explained that K-Mart had previously received an exception for their sign and thought this project presented a good time to revisit the sign issue. He noted there is no sign plan currently on file for the property but thought this would be a good time to do one. He suggested Bessler and Wangard think about creating a sign plan. Gallo added a conditional use permit will be needed for the donation canopy. It was noted the members had no concerns overall with the project.

7. **Reports and comments from the Architectural Commissioners:** None.

8. **Reports and comments from the City Planner:**
A. Olympia Readerboard Sign Update.

Gallo explained at the last meeting he was asked to follow up on the readerboard at Olympia as it was reported that it was not in compliance with the code due to it scrolling fast, blinking and flashing. He contacted Olympia about this and was told they had encountered multiple problems with the sign due to a part that kept going out on it. They apologized for the problems it caused and said the problem has been fixed. Gallo stated he checked out the readerboard, and it is now in compliance with the code.

9. **Adjourn:** Motion by Johnson to adjourn at 6:20 pm; second by Schultz. Motion carried 4-0.

Chris Dehnert, Deputy City Clerk