

**City of Oconomowoc
Architectural Commission Meeting Minutes
August 4, 2010**

The Deputy Clerk called the meeting to order at 5:31 pm.

Members Present: Kent Johnson, Jeremy Flint, Chad Vande Zande and Paul Schultz (5:33 pm)
Members Excused: Michael Day
Staff Present: Jason Gallo and Chris Dehnert

Due to the absence of Chairman Day, motion by Flint to nominate Johnson as Chairman pro-tem; second by Vande Zande. Motion carried 3-0.

2. Approve previous meeting minutes of July 7, 2010: Motion by Vande Zande to approve the July 7, 2010 meeting minutes; second by Flint. Motion carried 3-0.

3. Goodwill Industries – Consider/approve sign plan at 1408 Summit Avenue: Gallo explained the applicant is requesting approval of (2) wall signs and (3) additional signs which he considers to be directional. The first is a 4' x 24' 96 sf wall sign consisting of LED illuminated channel letters and logo cabinet which is replacing the previous tenant's signage. The second sign is a 38" x 48" 12.46 sf LED illuminated logo cabinet which is to be located above the front door just below the first sign. He noted the combined 108.6 sf of signage is well below the maximum allowed by code and quite a bit less than the previous tenants which was 120 sf. They are also requesting a smaller internally illuminated wall cabinet to be located on the donation canopy and two non-illuminated directional ground signs. One of the ground signs measures 2' x 4' with a height of 5', and the other smaller sign is 1.5 sf and will be attached to a column in the donation area. All signage meets code requirements except for the height of one of the directional signs. Gallo noted in the past members have requested applicants to reduce a sign to 4' in height. Overall he is recommending approval except he questioned the necessity of a second logo cabinet on the front of the building and reducing the directional sign to 4'. Rod Fredrickson of Jones Signs explained they want the ground sign to be visible to customers dropping off donations particularly in winter with snow piles and for plowing purposes. Flint was concerned that the location and height of the ground sign could limit pedestrian visibility. Gallo offered to work with the applicant on the location, and Fredrickson agreed he would lower the sign's height to 4'. Frederickson also explained the secondary cabinet is actually Goodwill's logo which is typically located over a store's main entrance. He noted the whole sign package as presented is what is normal for all Goodwill locations. Schultz pointed out the location of the canopy on the building will limit the visibility of the initial sign to those entering the store. He didn't feel overall the signage was excessive. Fredrickson was directed to have lights turn off at 10 pm, and Johnson asked him to work with Gallo on the placement of the directional signage.

Motion by Flint to approve the sign plan for Goodwill Industries, 1408 Summit Avenue, as presented subject to the applicant working with Gallo on the location of the directional ground sign to ensure proper location and visibility for pedestrians; second by Vande Zande. Motion amended to include the signage is to turn off by 10 pm; second by Vande Zande. Motion carried 4-0.

4. AC Troyer Gallery - Consider / approve sign plan at 148 E. Wisconsin Avenue: Gallo explained the applicant, Angel Troyer, who was present, is requesting a non-illuminated 3' x 4' 12 sf MDF (Medium Density Fiberboard) sign which will be attached to the front of the building with metal brackets. The sign maintains the 10' minimum clearance height and meets Downtown Design Standards. The business has been granted a Certificate of Zoning Compliance, and Gallo is recommending approval of the sign as submitted. Members questioned the

type of brackets and directed Troyer to work with Gallo on the style to be used. Flint recommended the sign be centered between the two west windows which he felt would look better.

Motion by Vande Zande to approve the sign plan for AC Troyer Gallery, 148 E. Wisconsin Avenue, as presented, except the applicant is to work with Gallo on the style of brackets for the sign and the sign is to be centered below the two west windows; second by Schultz. Motion carried 4-0.

5. Alpha Collision Center - Consider/approve building color changes and sign plan at 202 E.

Wisconsin Avenue: Gallo explained the members previously approved a sign for the applicant. They are now appearing before the board due to changing the color of the sign and building, as well as for two additional signs which have never been approved. The building originally was all gray. They have now painted the roofline black, added a red stripe and black wainscoting and painted the light pole, curbing and curb stops red. Gallo noted the Downtown guidelines state any changes made to a building's colors or style is to be harmonious with other buildings located around it. The applicants changed the dark green in their wall sign to red and added two signs, one advertising "Free Loaners" and the other which is located on the Enterprise building thanking patrons for their business. These both advertise a service and are considered signage which now exceeds the number of signs allowed per code. In addition the "thank you" sign is not allowed in the code due to its location on a building other than its own. Gallo is recommending approval of the building and wall sign color changes. He is not recommending approval of the two additional signs and requests they be removed.

Bob Hamilton was present along with his daughter, Linda, who is the owner of the business. He stated in today's economy, the sign offering free loaners is very important to their business. They painted the building because overall it is not in good shape and black camouflages its many flaws. The sign color was changed to help make the sign stand out but not be offensive. They know they are not in a long term situation with the building and are just trying to get the best bang for their buck.

Gallo added if their name is removed from the sign located on the Enterprise building, then the Board could interpret that it is not considered a sign. Currently as requested, however, he cannot support the sign due to it being clearly not allowed in the code. Gallo stated the loaner sign is offering a service. Flint questioned if this signage could be changed to a banner or placed on the building's front glass. Discussion ensued on what the code requirements are and it was determined if the sign was reduced, it could be located in their front window. Schultz suggested moving the information from the off-premises sign to a sandwich board which could be located in front of the building. Hamilton asked about sandwich board requirements which Gallo explained. Overall members liked the changes to the building and wall sign. The overhang on the building will be illuminated and turn off by 10 pm.

Motion by Schultz to approve the building and sign color changes as presented for Alpha Collision Center, 202 E. Wisconsin Avenue except the Free Loaners signage is not approved but could be put on the front glass not to exceed 10% per code; and the off-premises signage is not approved but could be located on a sandwich board in front of the business per City guidelines established for sandwich boards; second by Vande Zande. Motion carried 4-0.

6. Michael's Italian Feast – Building Changes & Sign Plan: John and Kara Schroeder, owners, were present along with the franchiser, Michael Axelson, to explain proposed changes to the former Burger King building. Schroeder explained the walls will be covered with a stone board material and painted with a color called latte which is a creamy beige color. Veneer / cultured stone pieces will be added intermittently on the tower feature to give it a "Tuscan" look. A 2' x 8' black rod iron railing which extends 8" from the wall and 8' 6" from the ground will also be located on the tower along with bronze shaded wood shutters. Trim along the roofline and tower will be in a green called Derby Shire. The tower roof will be a wood shake shingle in a hickory bark wood

color which matches the existing roof on the rest of the building. The planters on the slanted roof of the tower will be a wood shake just like the rest of the roof. Bronze arches made from Azec board will be adhered around the existing windows and be accented with glossy black flower boxes. A decorative black accent rail will frame the roofline and includes LED lighting on the inside which will shine downward. The base of the building will be landscaped with shrubs. Schroeder explained he is considering adding a stamped concrete patio in front of the building to be located 3' from the driveway and 7' from the sidewalk. He plans to screen the patio with 5' to 6' tall bushes around it and is considering precast cement tables and stools similar to other restaurants.

Schultz questioned the placement of planters on a roofline, noting plants would be hard to take care of, maintenance related issues with the boxes, the roof could deteriorate earlier than expected because of them, and what would happen to them in the winter. He suggested the planters be eliminated from the roof completely. Flint suggested they be careful in their selection of plants as some species may handle the heat coming off a roof better than others.

Gallo said staff is supportive of this project and the applicants are going before the Plan Commission for their CUP next week. Questions were raised on whether Architectural members had authority to approve the patio. Gallo noted approval of it is a function of the Plan Commission but Architectural may include an endorsement of it in their motion. Flint suggested Schroeder put a railing around the patio to help patrons feel protected from the traffic on Wisconsin Avenue. Vande Zande questioned their plans for the fence line along the back of the property which is in a state of disrepair. Schroeder wasn't sure whose responsibility it was but said he intended to repair and paint it the same color as the building. Johnson was concerned with the stone on the tower and with the planters on the roofline. Flint suggested placing the planters on the side of the tower facing west.

Gallo then explained the applicant's sign request which is for a panel change to the 6' x 6' existing pole sign which includes a readerboard. They will also be re-facing the directional signage on the property. Staff had no concerns with the signage as requested. Schroeder added that he had just received proposed signage for the drive thru area of the restaurant (he showed a picture of the proposed sign from his cell phone). The drive thru will be for phone in and pick up orders only. They intend to hand out car window decals to people with their phone number on it. They also want to have a sign on the back of the building with an arrow giving directions for pick up orders. Schroeder also intends to paint the sign in the front with "exit only" & "thank you" and will remove any brackets from the old signage. Members were concerned with the lack of a drawing for the sign, but Gallo felt this was not an issue, since directional signs do not require sign permits.

Motion by Schultz to approve the building changes and sign plan as presented for Michael's Italian Feast, 511 E. Wisconsin Avenue; except the curved windows and planters as shown on the plans are to continue on the North and East sides of the building also; and the planter boxes shown on the roofline are to be removed and can be placed elsewhere on the building at the owner's discretion; second by Vande Zande. Schultz amended his motion to include that the patio as presented is approved and either bushes or a railing may be added at the owner's discretion; seconded by Vande Zande. Motion carried 4-0.

7. **Reports and comments from the Architectural Commissioners:** None.
8. **Reports and comments from the City Planner:** None.
9. **Adjourn:** Motion by Flint to adjourn at 6:38 pm; second by Vande Zande. Motion carried 4-0.

Chris Dehnert, Deputy City Clerk