

**City of Oconomowoc
ARCHITECTURAL COMMISSION MEETING**

Wednesday, June 10, 2020 @ 5:00 PM

@ City Hall, Council Chambers

NOTICE: If a person with a disability requires the meeting be accessible or materials at the meeting be in an accessible format, call Diane Coenen, City Clerk, at least 48 hours prior to the meeting at 262-569-2186, or TDD at 262-569-3272 to request adequate accommodations.

AGENDA:

1. Roll Call and Confirmation of appropriate meeting notification.
2. Approve Minutes of May 13, 2020.
3. **Valvoline** – Consider/approve a Master Sign Plan update for 1111 Summit Avenue.
4. **20 S. Main Street** – Consider/approve a Master Sign Plan for 20 S. Main Street.
5. **The Marketplace** – Consider/approve a façade update for 130, 132 & 134 E. Wisconsin Avenue.
6. **City of Oconomowoc Police Station** – Consider/approve a special exception for wall signage at 630 E. Wisconsin Avenue.
7. Reports and comments from the City Planning Department.
8. Reports and comments from the Architectural Commissioners.
9. Adjourn.

Diane Coenen, City Clerk

Members of other City governmental bodies (boards, commission, committees, council, etc.) may attend the above noticed meeting of the Architectural Commission in order to gather information. The only action to be taken at the above noticed meeting will be action by the Architectural Commission. Architectural Commissioners should notify the City Clerk's Office at 262-569-3236 if they are unable to attend.

**City of Oconomowoc
Architectural Commission Meeting Minutes
May 13, 2020**

Chairman Johnson called the meeting to order at 5:32 pm.

Members Present: Jeremy Flint, Anne Krogstad, Paul Schultz and Kent Johnson

Members Absent: Kurt Schrang

Staff Present: Jason Gallo, Kristi Weber, Mark Frye, Mayor Magnus and Chris Dehnert

2. Approve the March 11, 2020 Minutes: Motion by Flint to approve the March 11, 2020 minutes; second by Krogstad. Motion carried 4-0.

3. Pabst Farms Apartments – Consider/approve Building Plans to be located on the north side of Valley Road directly across from Gold Medal Drive: Weber explained the applicant originally had their initial building plans reviewed by the Architectural Commission in October 2019. The parcel consists of 34 acres and the development will consist of 302 apartments in a mix of 14 and 18 unit buildings and townhomes. She showed pictures of the previous submittal from the initial concept plan and said there are a couple of issues with the new plans. The new 18 unit buildings reflect a long expansive 166' roofline. The applicant, Emily Cialdini of the Mandel Group provided 3 options for the roofline and handed out updated copies of the proposed rooflines and clubhouse. Weber also noted the townhomes are shown with 2 different side elevations and preferred the side with the door to face Valley Road if possible. The plans also show a set of 4 single loaded detached garages along the west elevation, and Weber would prefer that some landscaping be added along the back side to help break up the expansive wall. She suggested the use of evergreens. Weber then showed the updated plan for the clubhouse, noting the roof now consists of dimensional shingles, the entry feature has been reduced and the windows have been changed. The HVAC units will be on the ground near each building, and Weber requested that any rooftop venting either be screened or minimized and colored to match surrounding materials. She recommended approval with conditions as listed in the background. Cialdini explained the door shown on the townhomes is the entrance for water service deliveries, however a faux door could be added if the members prefer. They will also add evergreens along the rear elevation of the detached single-loaded garages. Clubhouse changes include dimensional roof shingles; removal of one window on the front elevation; and eliminating the transoms and lowering the ceilings because there is mechanical equipment in that section now. Cialdini provided color samples and materials for the members to review and distributed proposed branding for the complex which ties it to Pabst Farms. She said they went away with the black and white color combinations and larger stone sections on the buildings and instead they will be mostly white with the stone relocated along the base. Cialdini said they plan to use the same amount of stone but now it will be throughout the development. Members questioned roof color; are concerned with the roofline of the detached garages; stone is minimized and the gray is missing from the previous submittal; colors are almost simplistic – concerned it will not look good in the future; and the stone base helps with splash up onto the white board and baton siding. They suggested using carriage style doors with black hardware and side lights for the garage doors; adding a gable on the detached garages and putting two dormers on one side of the long roof elevation and then alternate with two dormers on the other side. Ian Martin of the Mandel Group explained the "white" color will actually be a dirty white and they have maintenance teams who take care of their properties. He said adding hardware to the garage doors is a great solution and they will have to review dormers on the detached garages to make sure it makes sense. Cialdini added they had been considered a wood tone for the garage doors and will do research on the proposed carriage style doors. Members said the buildings have a very clean look; felt the design overall is well done; it's a nice looking building; and would like them to also consider the proposed carriage style garage doors for the townhomes. Motion by Schultz to approve the building plans for the Pabst Farms Apartments with the following: change the long expansive roofline on the (18) unit building to Option A; add evergreens along the back side of the detached garages on the west elevation along with the addition of dormers alternating placement on the front

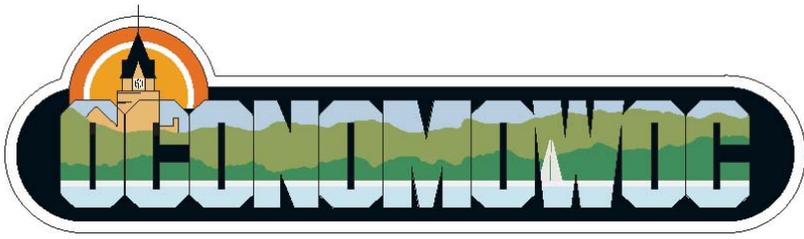
and rear elevations; approve the clubhouse as submitted; and change the garage doors to a carriage style design; with all changes to be reviewed and approved by Planning Staff; second by Krogstad. Motion carried 4-0.

4. Reports and comments from the City Planner: None.

5. Reports and comments from the Architectural Commissioners: None.

6. Adjourn: Motion by Schultz to adjourn at 6:10 pm; second by Flint. Motion carried 4-0.

Chris Dehnert, Deputy City Clerk



Architectural Commission Background

June 10th 2020 : 5:00 pm at City Hall in Council Chambers

Item #3 – Valvoline; Master Sign Plan Update

The applicant is requesting approval to update the Master Sign Plan located at 1111 Summit Avenue. This Valvoline building is under the Master Sign Plan for Whitman Park that was reviewed and approved by the Architectural Commission on January 9th 2019.

The applicant would like to update the Master Sign Plan to allow the business to replace the existing wall signage and add a ground sign with an Electronic Messaging Center (EMC).

Wall Signs

Replace (3) existing wall signs with new sign faces. The size will stay the same and will not increase. Planning Staff supports the face replacement of the wall signs.

Sign Design / Electronic Messaging Center (EMC)

The applicant is requesting a digital reader board. Per Section §17.609(1)(a) of the City Code, the EMC “shall not exceed 25% of the total sign area...” The application is requesting approval of an EMC that is (28.5" x 57"/144 = **11.28 SF**). The sign design has lots of ins and outs and the measurements is subjective. Planning Staff came to an understanding that the total sign area is 129" x 60"/144 = **53.75 SF**, so the EMC is **20.9%** of the overall sign. The total sign area is **3.75 SF** larger than the Code allows. Staff supports the size and proportion of the overall design and EMC. Commissioners to determine if the sign is sized proportionately.

Sign Delta

The applicant shows the sign at the maximum height of (8') to meet City Ordinance. Following the process established by the Architectural Commission for a property adjacent to the recently raised WIS 67 (maximum height of 8' above the grade of WIS 67 at curb) the Applicant may decide to investigate the road elevation of the WIS 67 at the curb. If they prove there is a height difference and want to increase the height, Planning Staff requests administrative approval from the Commissioners to increase the ground sign height.

Recommendation:

Approve the Master Sign Plan Update for Valvoline, located at 1111 Summit Avenue, with the following considerations:

- **Sign Design / EMC:** Commissioners to determine if the sign is sized accordingly.

Additional Logistics:

- ***If any changes occur to the Master Sign Plan:*** The applicant must provide an updated copy of the approved MSP, prior to Zoning Approval on the sign permit.
- ***Sign Permit Required:*** Pending approval of the Master Sign Plan, the applicant can apply for (4) sign permits from the Building Inspection Department located on the second floor of City Hall.
- ***A Call Diggers Hotline is Required:*** Dial 811.

Item #4 – 20 S. Main Street; Master Sign Plan

The applicant is requesting approval for a Master Sign Plan located at 20 S. Main Street. Per Section §17.609(3)(a) of the City's Municipal Code, multi-tenant buildings are required to submit a coordinated master sign plan to the Architectural Commission for approval. This building has (1) commercial tenant (Gordy's) on the first floor with offices on the second. 20 S. Main Street had received building approval at the September 11th 2019 Architectural Commission.

Projecting Signs §17.607(3)

The application shows (2) two projecting signs along S. Main Street. One (1) for the first floor tenant (Gordy's) and (1) one for the second floor tenant that has the lease space along S. Main Street. The other remaining tenants will not have exterior signage but may have signage inside the tenant entranceway. Planning Staff supports this approach.

Sidewalk Clearance §17.607(3)

Per Code, *"The bottom edge of the projecting sign shall be mounted to provide a minimum clearance zone of 8' between the sign and the ground elevation."* The sidewalk under the projecting signs is sloped. The Applicant provided a visual of the 8' clearance height. Planning Staff supports the projecting signs location and clearance height.

Cobalt Boats / Everglades Signs

The Cobalt Boats / Everglades signs considered product signage. Planning Staff discourages specific brand names / products on the building. Alternatively, Downtown businesses tend to place them as window signage, as window signage is unregulated. The applicant is a special exception for these signs as they are a part of their branding for their business. This would be an additional 18 SF (9 SF each) of signage on the S. Main and Campus Parking Lot elevations. Commissioners to determine if the special exception is warranted.

Note Pending approval of the Master Sign Plan, the applicant can apply for a sign permit from Building Inspection (262-569-2195) located on the second floor of City Hall. Each sign permit is \$50.

Recommendation:

Approve the Master Sign Plan for 20 S. Main Street, with the following considerations:

- **Cobalt Boats / Everglades Signs:** Commissioners to determine if the special exception is warranted.

Additional Logistics:

- **If any changes occur to the Master Sign Plan:** The applicant must provide an updated copy of the approved MSP, prior to Zoning Approval on the sign permit.
- **Sign Permit Required:** Pending approval of the Master Sign Plan, the applicant can apply for sign permits from the Building Inspection Department located on the second floor of City Hall.

Item #5 – The Marketplace; Façade Update

The applicant is requesting approval for a façade update located at 130, 132 & 134 E. Wisconsin Avenue (the former May's Garden Center). Initially it was a multi-tenant building, then was May's Garden Center (single tenant), and the new Property Owner is bringing it back to multi-tenant and branding the building "The Marketplace."

The building will be re-tuckpointed, painted a soft gray with black trim, and some new windows, entry doors and a garage door will be installed.

Building Colors

The application states Sherwin Williams paint colors Gypsum (SW9543) for accent locations, Guild Grey (SW9561) for the main building color, Rock Bottom (SW7062) for the trim. Planning Staff spoke with the Applicant about painting the building and the regular maintenance involved once you paint brick. The Applicant acknowledges the change and wants to bring a fresh appearance to a long-time Downtown building. Planning Staff supports the new building colors. Applicant to bring color samples to the meeting.

Windows

The Applicant will be replacing a few of the Wisconsin Avenue façade windows with the same design and mullion system just with tempered glass. The Applicant is also opening up the boarded up windows along the fun walkway. Planning Staff feels this will be a great opportunity for the tenants to display their merchandise as well as an enhancing the pedestrian experience along the walkway.

Awning/Canopy

The previous roll up/out awning canvas will be updated to black and white to compliment the white façade. Planning Staffing supports this update.

The Marketplace Sign

The Wisconsin Avenue façade has an inset of 15' long, 3' in height and 8" deep. This was the location May's Garden Center sign. The Applicant is proposing a new sign in this location to brand the building "The Marketplace." The sign would also be lit. The applicant wants a simple white light (no colors) and mentioned he was researching several options. Applicant to provide additional information to the meeting.

Building Lighting

The applicant is also updating the building lighting along Wisconsin Avenue and on the Fowler Lake façade. The applicant is proposing gooseneck along Wisconsin Avenue and coach style on the Fowler Lake façade.

Fowler Lake Façade

The Fowler Lake elevation, historically, was utilized as a back of a building and a loading zone. The proposed façade update will reactivate this elevation by installing new tenant doors, windows and a new clear-glass garage door. The storage shed will also be removed allowing for greater visibility from the parking lot and Boardwalk. At this time the consolidated dumpster will remain, until an alternative location is identified. Planning Staff supports the façade enhancements and is excited about activating this elevation to become more welcoming to the Downtown patrons.

Note Per Section §17.609(3)(a) of the City’s Municipal Code, multi-tenant buildings are required to submit a coordinated master sign plan to the Architectural Commission for approval. At this time, the Applicant is only requesting approval of the building sign “The Marketplace.” When the Applicant knows more information about potential signage for the individual tenants, they shall contact Planning Staff to start the application process to return to the Architectural Commission.

Recommendation:

Approve the facade update for 130, 132 & 134 E. Wisconsin Avenue, with the following considerations:

- **Building Colors:** Application to provide color samples at meeting.
- **The Marketplace Sign:** Applicant to provide additional information on the inset lighting.

Item #6 – City of Oconomowoc Police Department; Signage Special Exception

The applicant is requesting approval for a special exception for signage future police station / public safety facility located at 630 E. Wisconsin Avenue. The Architectural Commission approved the building update at the July 10th 2019 Architectural Commission meeting. At that time, wall signage was shown but no signage review and approval was requested. Now the applicant has sign specifications and is requesting review and approval of the wall sign.

Overall Size §17.607(1) & §17.608(2)(c)(2)

Per Code, building wall signs cannot exceed 50 SF. The proposed wall sign is (668” x 36”/144) **167 SF**, so the wall sign exceeds Code by **117 SF**. The building is located 275 feet from E. Wisconsin Avenue. The applicant feels a 50 SF sign would not feel proportionate on the new building façade and not be legible from the road. Due to the use of the building as a police station / public safety building, people should be able to identify the building quickly and efficiently as possible. Planning Staff supports the justification for the special exception. Commissioner to determine if the special exception is warranted.

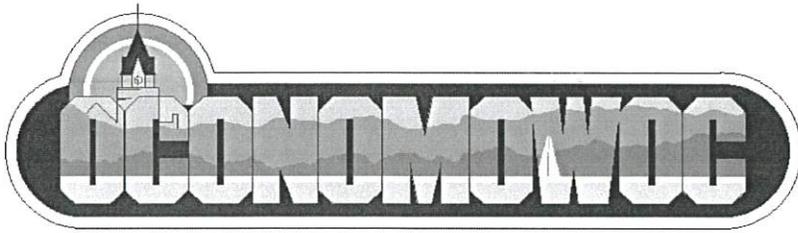
Recommendation:

Approve the special exception for signage at the City of Oconomowoc Police Station at 630 E. Wisconsin Avenue.

- **Overall Size:** Commissioner to determine if the special exception is warranted.

Additional Logistics:

- **Sign Permit Required:** Pending approval of the wall sign, the applicant can apply for a sign permit from the Building Inspection Department located on the second floor of City Hall.



Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

Sign Application

The following information is required to be included and explained in your submittal. The submittal shall be 12 copies (no larger than 11"x17") and collated:

- This Application and \$75 Application Fee
- Color renderings of proposed signs and signage on building
- A letter/email of approval signed by the property owner
- Sign landscaping plan and plant list
- Sign site plan showing setbacks from property line
- To scale, drawing of sign(s) with area calculations and dimensions
- [Free-standing signs only] Sign plan showing height above grade
- [For building signs only] Rendition of building showing sign placement on the building
- Signs not conforming to the Sign Ordinance requirements such as size, number, location or other regulations listed in Subchapter 17-6, may apply for a special exception per § 17.602(5). Applicant shall provide written justification for why a special exception is needed.
- [Email] All of the above in .pdf format (under 5MB) to Planning Staff
 - o Jason Gallo, City Planner: JGallo@oconomowoc-wi.gov | phone: 262-569-2166
 - o Kristi Weber, Planner: KWeber@oconomowoc-wi.gov | phone: 262-569-2173

Name of Applicant requesting the sign: TINA Lewis
 Applicant's Address (include city, state and zip code): 4085 N 128th St. Brookfield WI 53005
 Applicant's telephone number: 414-322-0077
 Applicant's email address: tinalewis0504@yahoo.com

Name of Establishment requesting the sign: Valvoline
 Address of Establishment (include city, state and zip code): 1111 Summit Ave
 Name of Establishment's primary contact: Dean Sulock
 Primary contact's telephone number: 262-567-2900
 Primary contact's email address: _____

Property Owner of establishment requesting the sign: Whitman Park I LLC
 Property Owner's Address (include city, state and zip code): 7635 W Bluemound Rd. Milwaukee WI
 Property Owner's telephone number: 414-258-2972
 Property Owner's email address: jenningsrealestate@sbcglobal.net

Zoning of Property: _____ In the **Downtown District?** (yes/no) _____ **-OR-** on the **Isthmus?** (yes/no) _____

Are you creating / amending a **Master Sign Plan?** (yes/no) Yes

Describe the following (if needed, attach additional supporting sheets/details):

- Type of sign (canopy, ground, wall, projecting, temporary, face replacement etc): (3) Wall Cabinet Signs - (1) EMC Monument Sq. FT
- Total Square Footage: Monument 40 SQ. FT - New wall signs (2) 24.7 SQ. FT
- Sign Color(s) / Material(s): Aluminum - Red, Blue, Silver + White (1) Retace

Provide sign setbacks from property line (if applicable): See Site Plan

Provide sign illumination, including method (exterior, interior etc): Internal LED

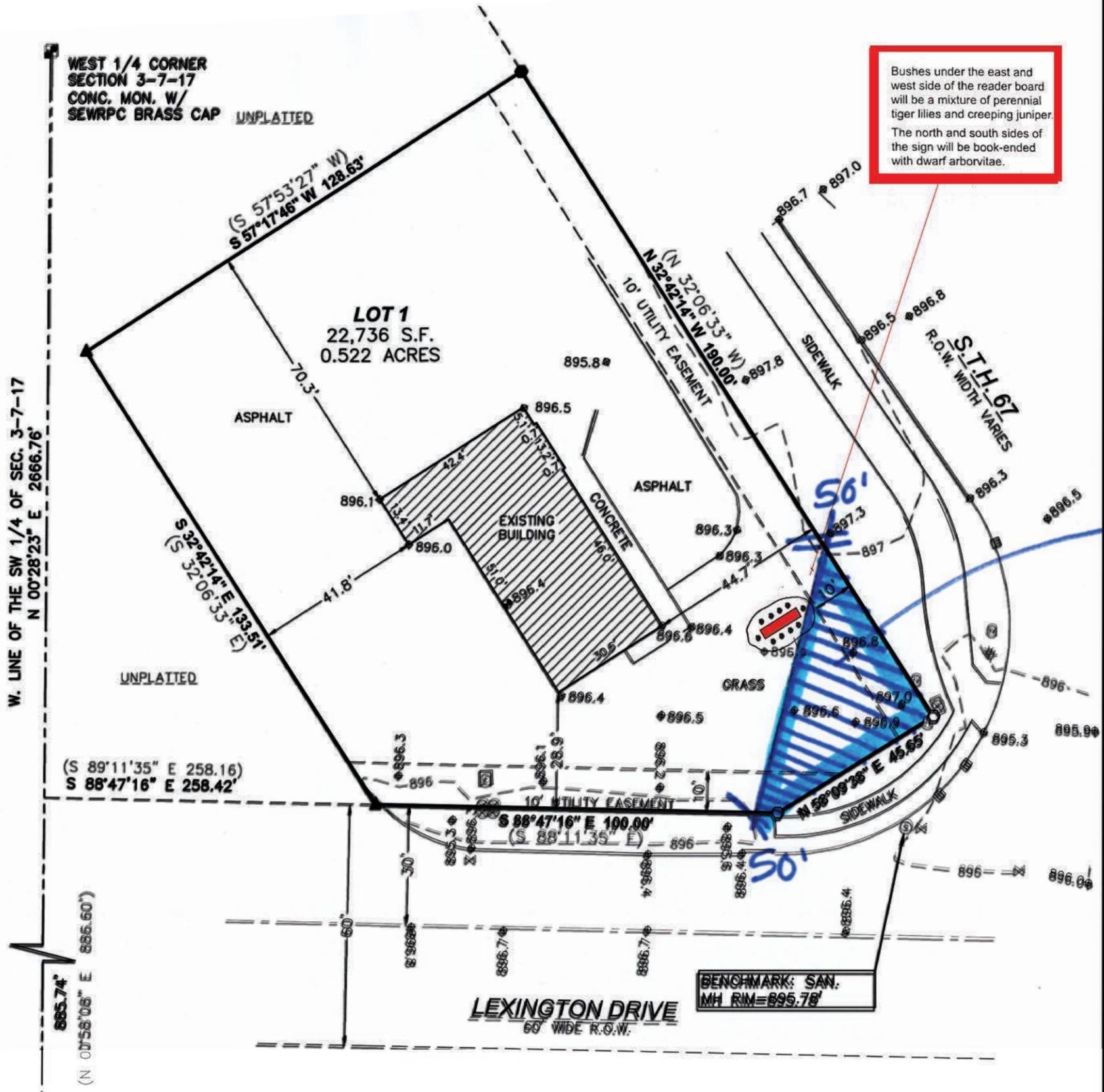
List hours of sign illumination (signs to be turned off by 10pm or establishment hours if later): Turned off by 10 PM

As Applicant/Agent/Property Owner, I agree to conform to the approval given by the City Planner/Architectural Commission.

Signature _____

Date 5-14-20

PLAT OF SURVEY
 LOT 1 OF CSM 2591 EXCEPTING PARCEL 36 OF TRANSPORTATION PLAT NO. 3030-08-20, BEING PART OF THE SW 1/4 OF SECTION 3, TOWN 7 NORTH, RANGE 17 EAST, CITY OF OCONOMOWOC, WAUKESHA COUNTY, WISCONSIN.



Bushes under the east and west side of the reader board will be a mixture of perennial tiger lilies and creeping juniper. The north and south sides of the sign will be book-ended with dwarf arborvitae.

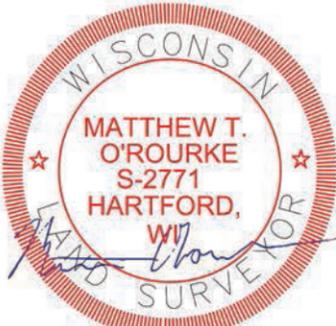
Vision corner

WEST 1/4 CORNER SECTION 3-7-17 CONC. MON. W/ SEWRPC BRASS CAP UNPLAIED

SW 1/4 CORNER SECTION 3-7-17 CONC. MON. W/ SEWRPC BRASS CAP

NOTES:

- A TITLE COMMITMENT HAS NOT BEEN PROVIDED. AN ADDITIONAL SEARCH FOR EASEMENTS OF RECORD HAS NOT BEEN COMPLETED.
- EASEMENTS PER CSM 2591.
- LAST DEED OF RECORD (DOC. NO. 4349789) DOES NOT HAVE AN EXCEPTION FOR THE RIGHT OF WAY PER TRANSPORTATION PLAT NO. 3030-08-20.



SURVEYOR'S CERTIFICATION:

I HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY, ITS EXTERIOR BOUNDARIES, THE LOCATION OF ALL VISIBLE STRUCTURES AND DIMENSIONS OF ALL PRINCIPAL BUILDINGS THEREON, BOUNDARY FENCES, APPARENT EASEMENTS, ROADWAY AND VISIBLE ENCROACHMENTS, IF ANY. THIS SURVEY IS MADE FOR THE EXCLUSIVE USE OF THE PRESENT OWNERS OF THE PROPERTY, AND ALSO THOSE WHO PURCHASE, MORTGAGE, OR GUARANTEE, THE TITLE THERETO WITHIN ONE (1) YEAR FROM DATE HEREOF.

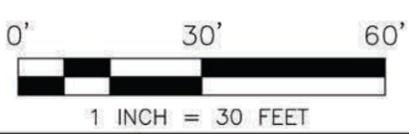
SIGNED: MATTHEW T. O'ROURKE, PROFESSIONAL LAND SURVEYOR S-2771

LEGEND

- SECTION CORNER MONUMENT
- FOUND 3/4" REBAR W/ CAP
- ▲ SET PK
- SET 0.75" O.D. X 18" REBAR WEIGHING 1.502 LBS/FT.
- ⊙ SANITARY MANHOLE
- ⊙ TV PED
- ⊙ CURB INLET
- ⊙ ELECTRIC PED
- ⊙ WATER VALVE
- ⊙ FLOOR ELEVATION
- ⊙ LIGHT
- 800--- EXISTING CONTOUR
- ⊙ PULLBOX
- ⊙800.0 EXISTING SPOT GRADE

BEARINGS BASED ON GRID NORTH OF THE WISCONSIN COUNTY COORDINATE SYSTEM, WAUKESHA COUNTY ZONE (NAD 83 2011) AND REFERENCED TO THE WEST LINE OF THE SW 1/4 OF SEC. 3-7-17 MEASURED AS S00°28'23"W.

VERTICAL DATUM IS NAVD 88 (GEOID 12A)



SHEET 1 OF 1	DATE	03/16/2020	LOCATION	1111 SUMMIT AVE. OCONOMOWOC, WI		REV.	
	CLIENT	DEAN SULOK (VALVOLINE OIL)		REV.		REV.	
	PROJECT	SIGN CONSTRUCTION		REV.		REV.	
	LAYOUT	PLAT OF SURVEY		REV.		REV.	
JOB NO.	20034	DRAWING	20034_SURVEY.DWG	DRAWN BY	LJS	CHECKED BY	MTD

Valvoline | Oconomowoc, WI

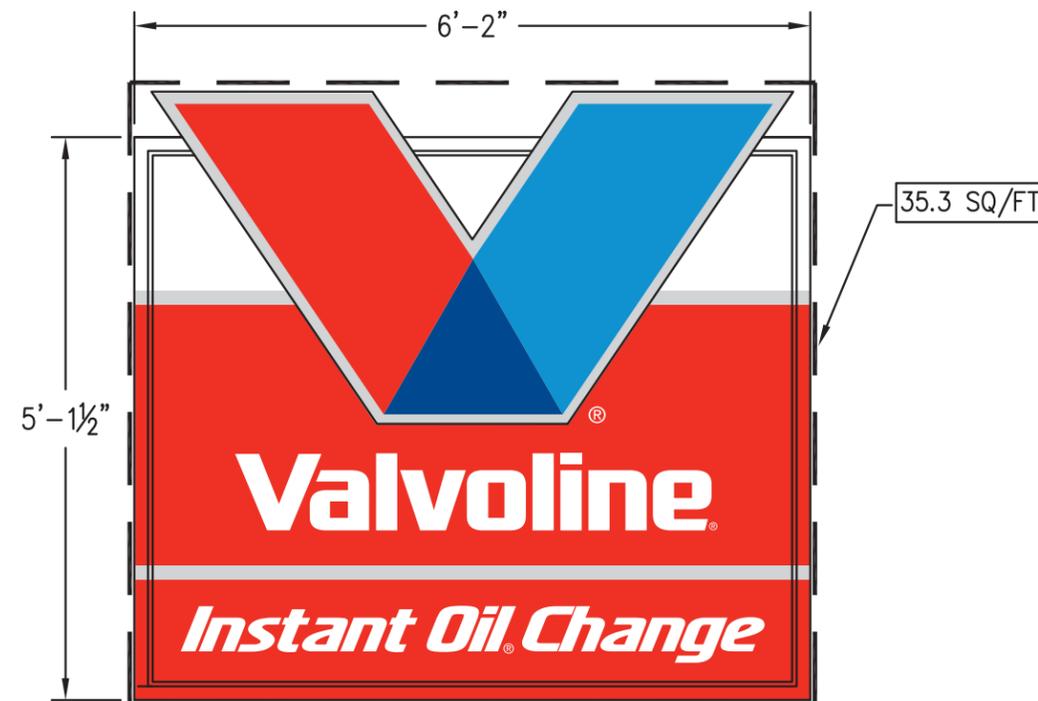
NOTE: Renderings below utilize sample dimensions derived from client surveys.



EXISTING SIGNAGE- FRONT ELEVATION



PROPOSED SIGNAGE- FRONT ELEVATION



FAIRMONT
SIGN COMPANY

3750 East Outer Drive
Detroit, MI 48234
t: 313.368.4000 f: 313.368.9335
www.fairmontsign.com

Client:



Valvoline Instant Oil Change
1111 Summit Ave
Oconomowoc, WI 53066

Date:

8/28/19

File:

Accounts/Valvoline/IOC/Elev/
Oconomowoc, WI

Designer:

RNB

Scale:

N/A

Job#

00000

Sheet#

1 of 4

Revision #

0

Date:

00-00

Revision Description:

Customer
Approval:

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**ALL DIMENSIONS TO BE
FIELD VERIFIED PRIOR TO
INSTALLATION**

Valvoline | Oconomowoc, WI

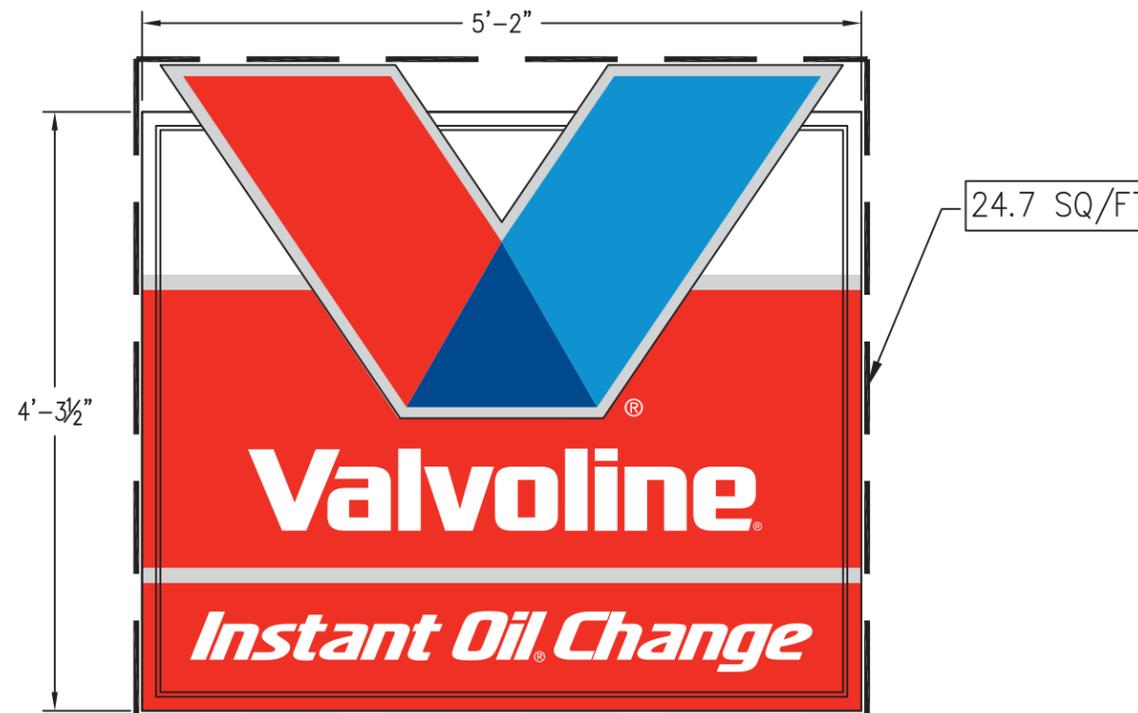
NOTE: Renderings below utilize sample dimensions derived from client surveys.



EXISTING SIGNAGE- LEFT ELEVATION



PROPOSED SIGNAGE- LEFT ELEVATION



FAIRMONT
SIGN COMPANY

3750 East Outer Drive
Detroit, MI 48234
t: 313.368.4000 f: 313.368.9335
www.fairmontsign.com

Client:



Valvoline Instant Oil Change
1111 Summit Ave
Oconomowoc, WI 53066

Date:

8/28/19

File:

Accounts/Valvoline/IOC/Elev/
Oconomowoc, WI

Designer:

RNB

Scale:

N/A

Job#

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Sheet#

2 of 4

Revision #

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Valvoline | Oconomowoc, WI

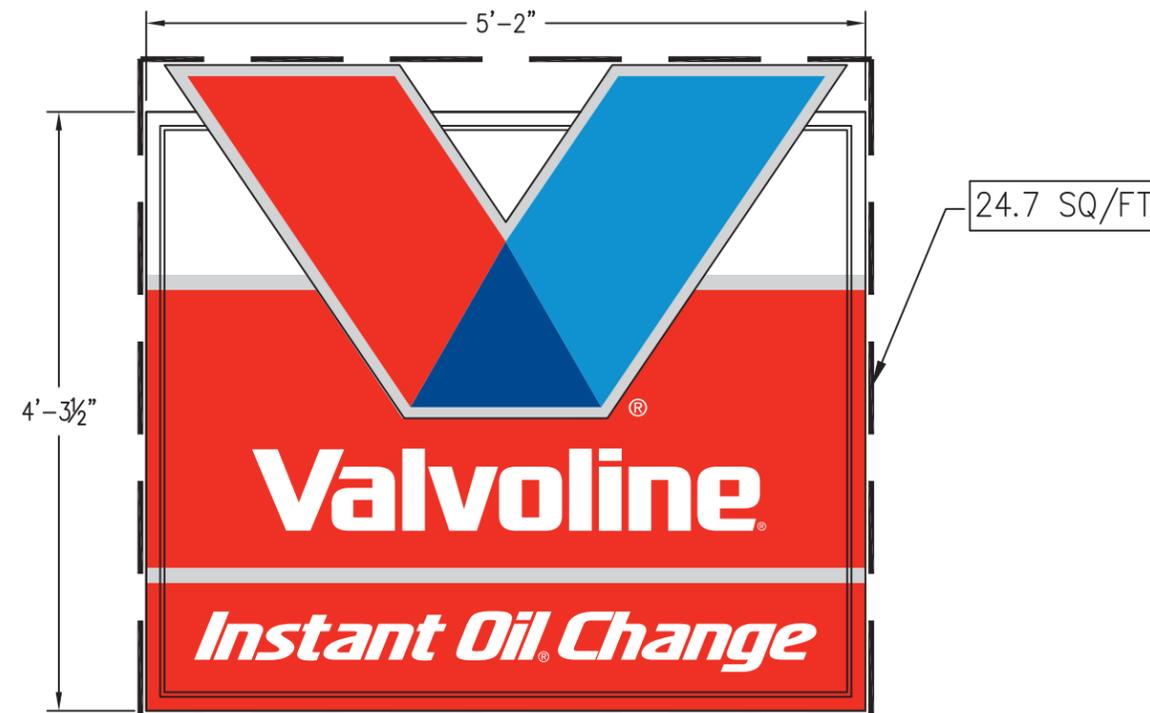
NOTE: Renderings below utilize sample dimensions derived from client surveys.



EXISTING SIGNAGE-RIGHT ELEVATION



PROPOSED SIGNAGE- RIGHT ELEVATION



FAIRMONT
SIGN COMPANY

3750 East Outer Drive
Detroit, MI 48234
t: 313.368.4000 f: 313.368.9335
www.fairmontsign.com

Client:



Valvoline Instant Oil Change
1111 Summit Ave
Oconomowoc, WI 53066

Date:

8/28/19

File:

Accounts/Valvoline/IOC/Elev/
Oconomowoc, WI

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N/A

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3 of 4

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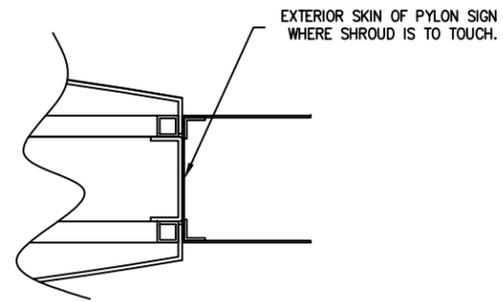
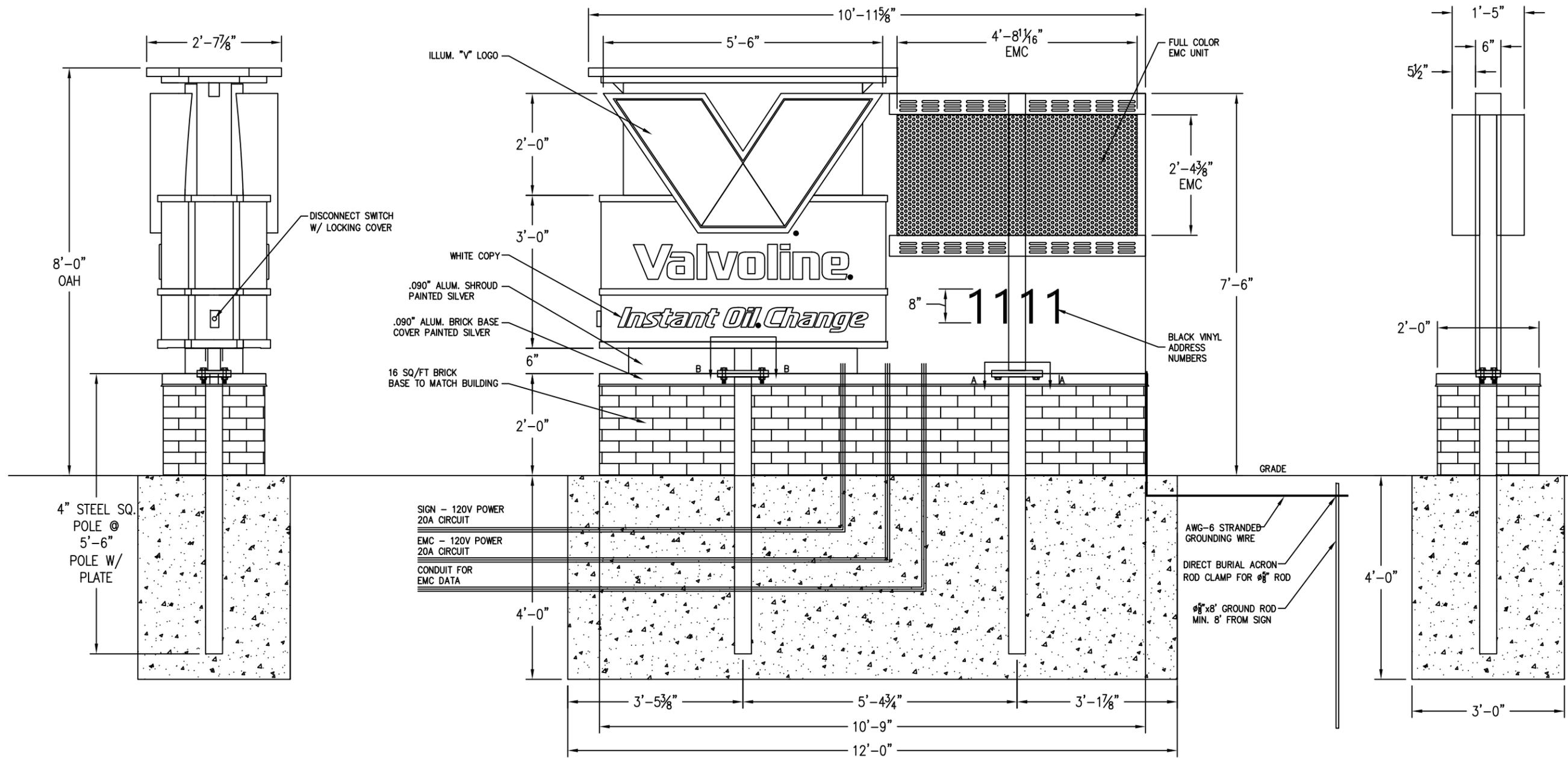
Revision Description:

Customer
Approval:

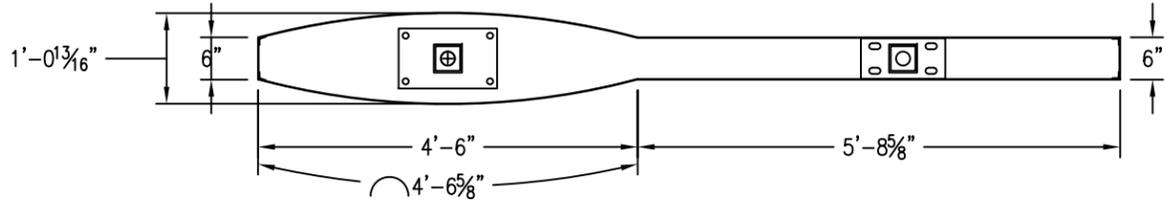
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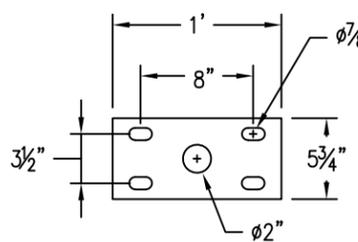
**ALL DIMENSIONS TO BE
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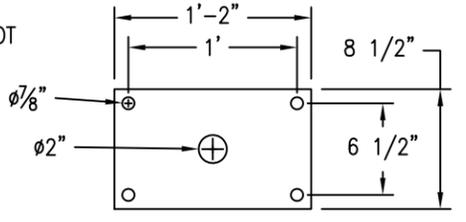
SCALE = 1/2" = 1'-0"



.090" ALUM. SHROUD PROFILE



SECTION A-A
3/4" STEEL POLE
PLATE
(2x SCALE)



SECTION B-B
3/4" STEEL SIGN
PLATE
(2x SCALE)

FAIRMONT
Sign Company
3750 E. OUTER DR., DETROIT, MI 48234
PHONE: 313-368-4000 FAX: 313-368-1649

CUSTOMER APPROVAL _____ DATE _____
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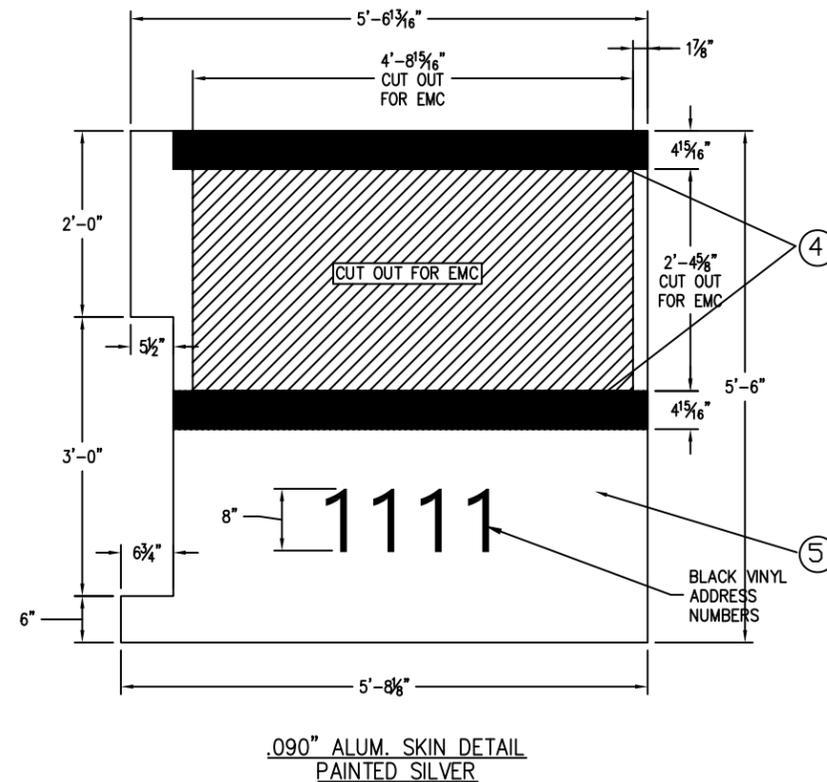
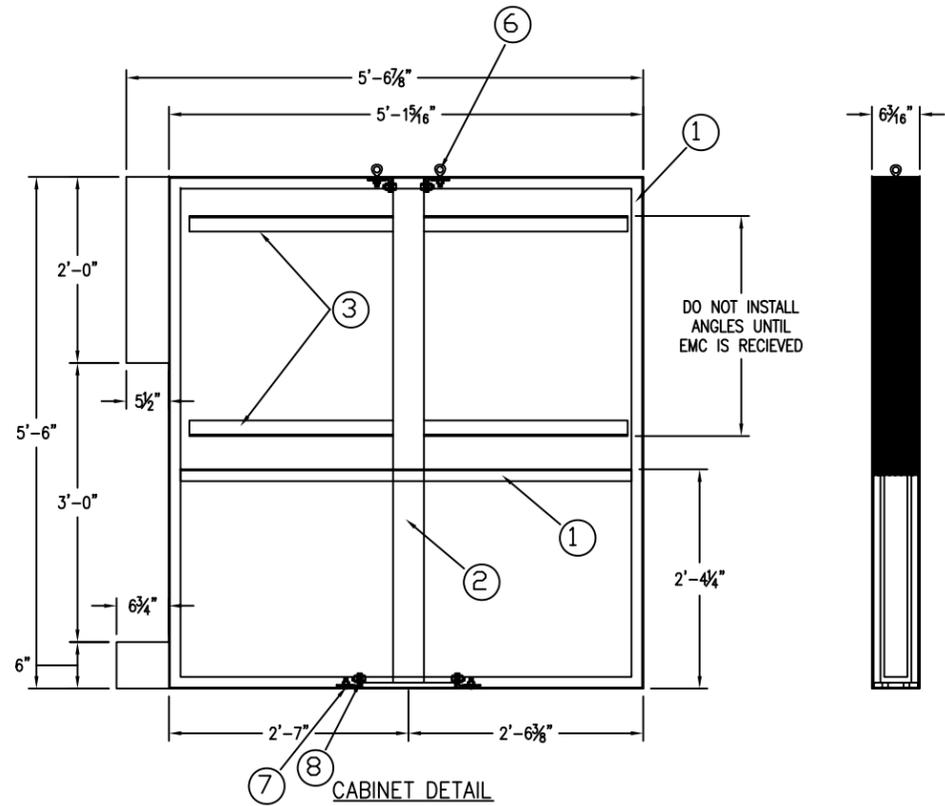
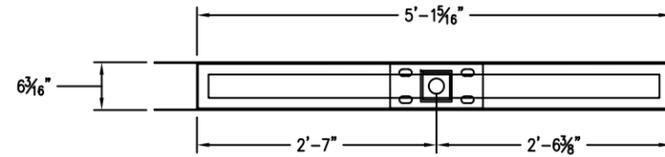
DATE	REVISION	INIT
*	*	*
*	*	*
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*	*	*
*	*	*

CUSTOMER/LOGO **VALVOLINE INSTANT OIL CHANGE**
ADDRESS 1111 SUMMIT AVE
CITY, STATE OCONOMOWOC WI

DWG TITLE: ELEVATION
DESCRIPTION: CUSTOM MONUMENT @ 8'-0" OAH
FILE NAME: PROJ\VALVOLINE2011\ELEV\102078
BLOCK NAME:

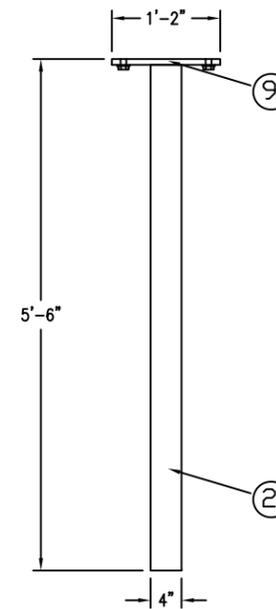
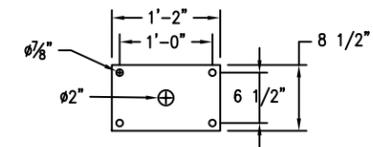
WO# : 102078
DATE: 4/24/20
DRAWN BY: FT
SHEET #: 1 OF #: 5

PART LIST FOR PART #100746 EMC CABINET					
BOM#	QTY	UOM	PART#	ITEM DESCRIPTION	NOTES
001	30	FT	A00091	1-1/2" X 1-1/2" X .1875 6061-T6 ALUMINUM ANGLE 25FT	ANGLE FRAME
002	16	FT	S00017	4" SQ X 1/4" ASTM A-500 GRADE B [12.211 b] STEEL TUBE X LF	
003	20	FT	S00007	2" X 2" X 3/16" A-36 ANGLE 20FT	EMC MOUNTING ANGLE
004					
005	60	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120"	ALUM. SKIN PAINTED SILVER
006	2	EA	C00113	DIA. 1/2" STEEL LIFTING EYEBOLT	
007	4	FT	A00023	2" X 2" X 1/4" 6063-T52 ALUMINUM SHARP CORNERS ANGLE X 1FT	WELDED TO FRAME
008	4	FT	S00047	1/4" X 2" STEEL FLAT BAR 20FT	BOLTED TO ALUM. ANGLE AND WELDED TO STEEL
009					
010	1	EA	S00049	CUSTOM STEEL MATCH PLATE	EMC PLATE
PAINT					
BOM#	QTY	UOM	PART#	ITEM DESCRIPTION	NOTES
029	1	GA	PM0008	VIOC BRUSHED ALUMINUM W/HARDENER	



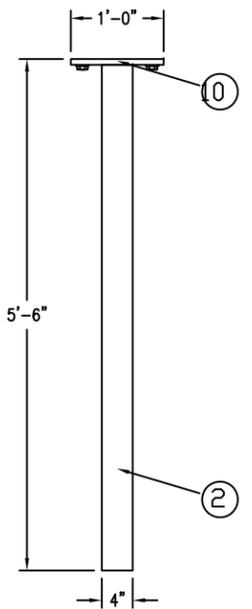
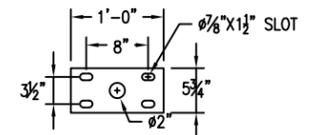
NOTE: ONE SIDE OF CABINET TO BE REMOVABLE

SECTION B-B
3/4" STEEL
SIGN PLATE



MAIN ID POLE

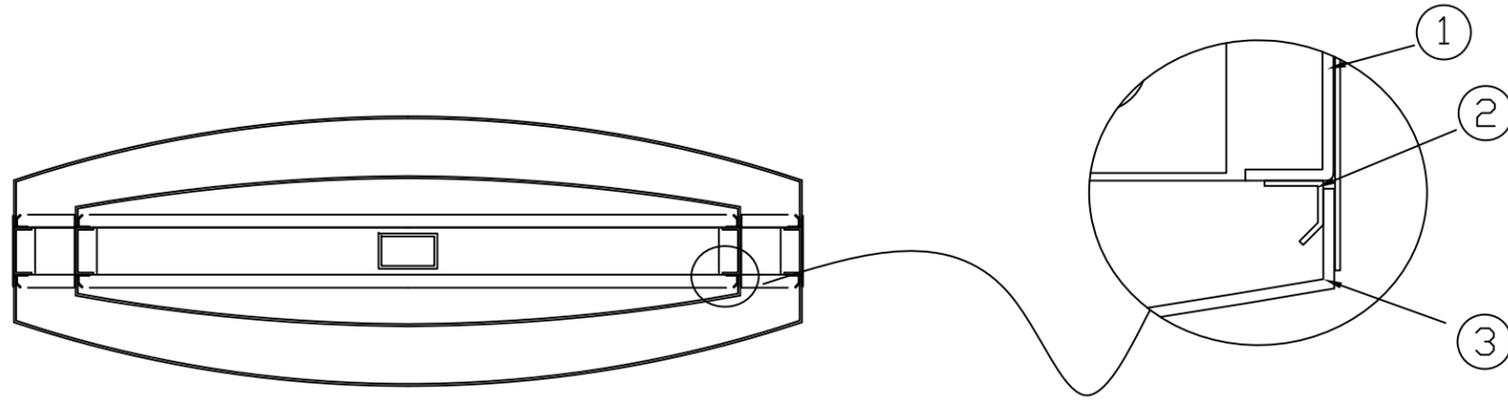
SECTION A-A
3/4" STEEL
POLE PLATE



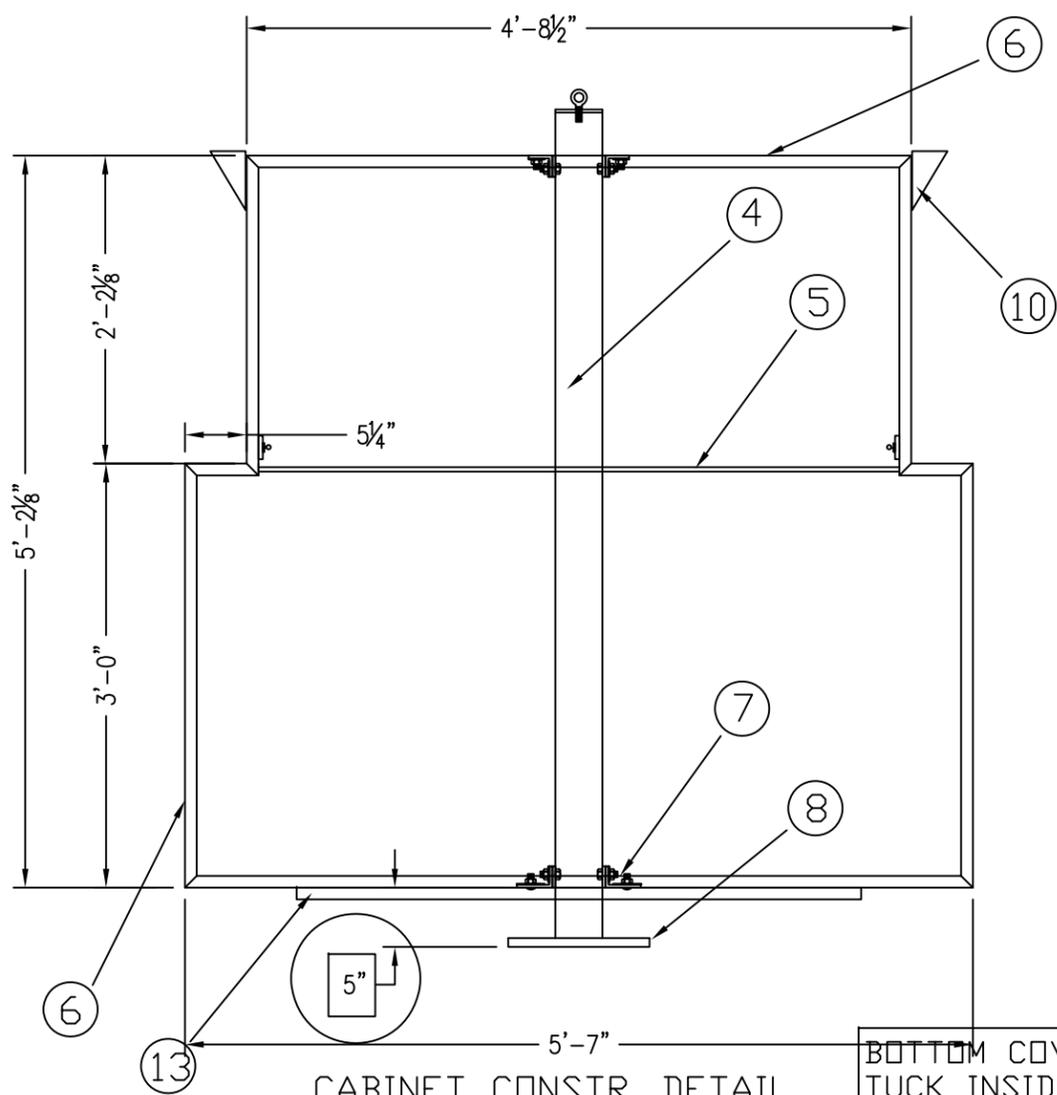
EMC POLE

REQ'D DIRECT
BURIAL POLES

DATE	REVISION	INIT
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*



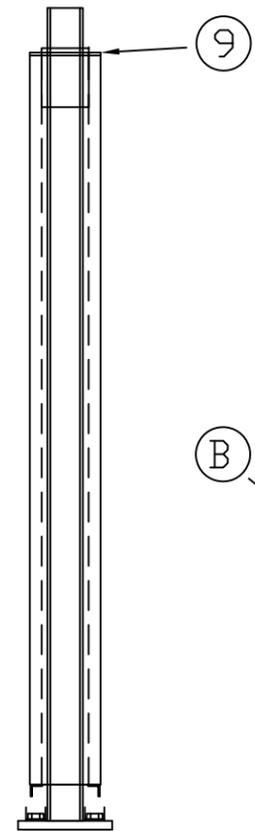
TOP VIEW SEC.



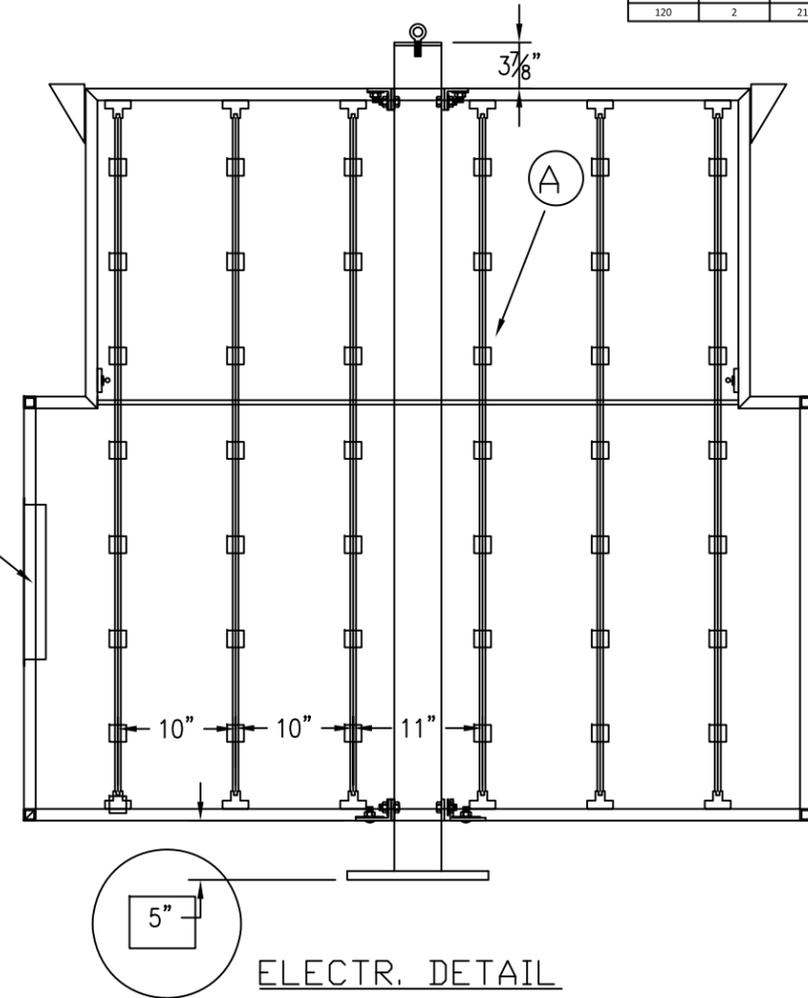
CABINET CONSTR. DETAIL
OUTSIDE DIMS DON'T INCLUDE
ALUM. SKIN

BOTTOM COVER TO
TUCK INSIDE SKIN.
DO NOT NOTCH FOR
POLE AND ELECT.

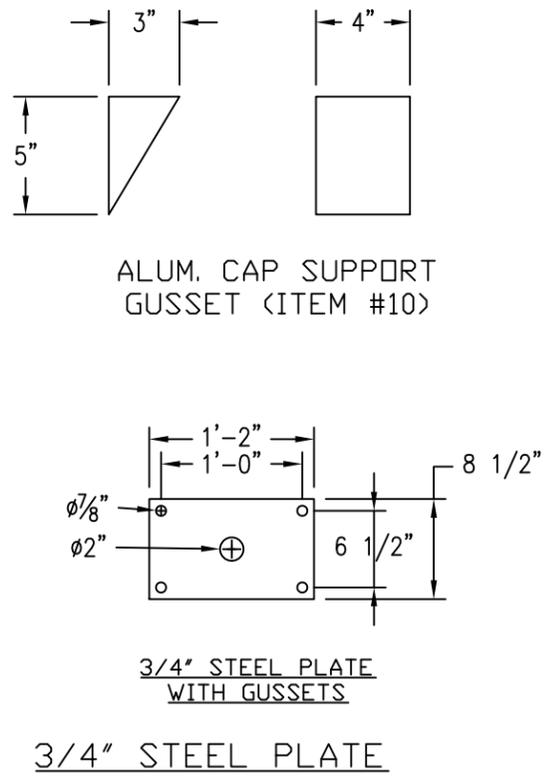
6" WIDE ALUM SKIN GLUED
TO FRAME ALL AROUND



SIDE SECTION



ELECTR. DETAIL

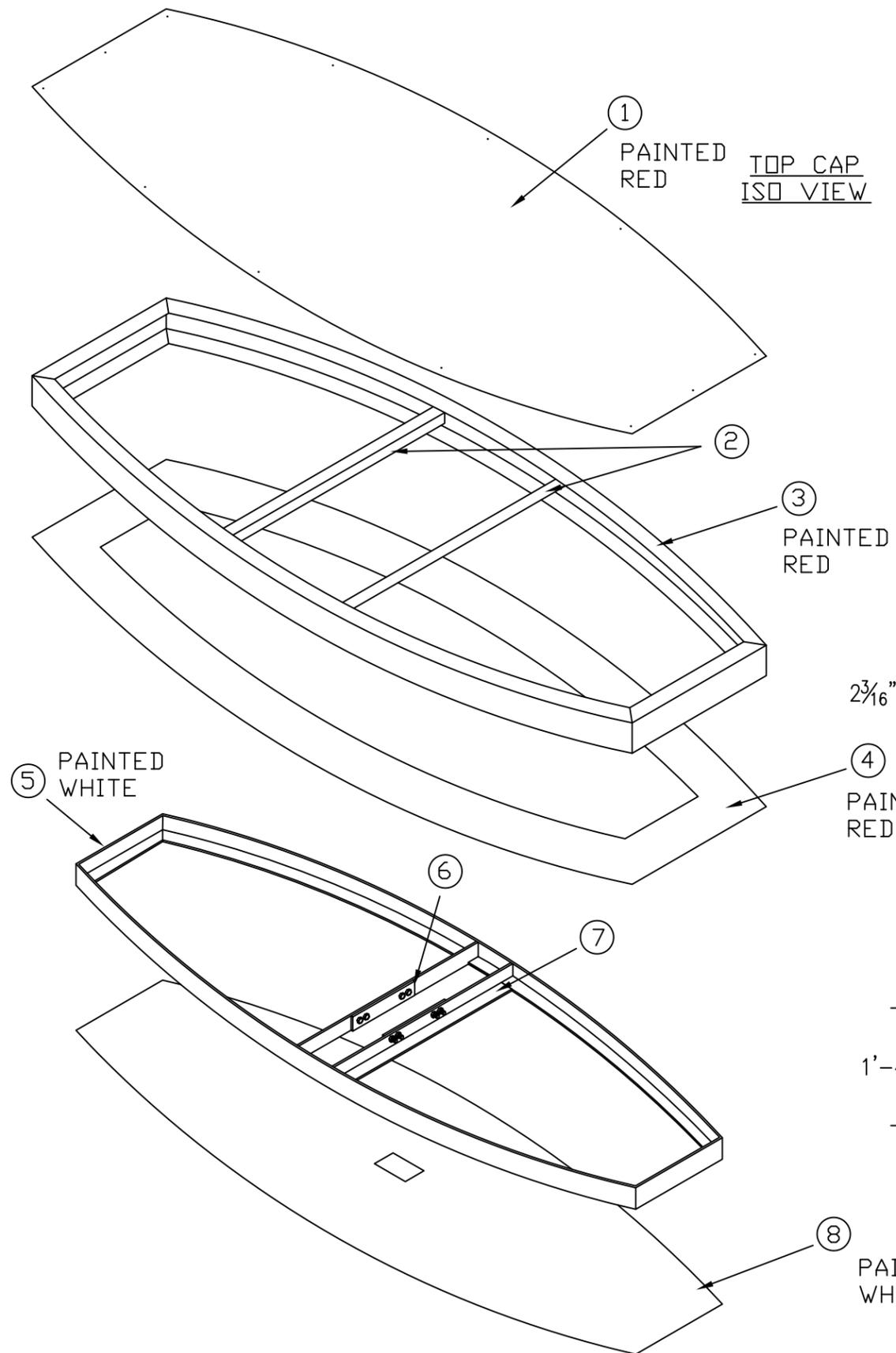


ALUM. CAP SUPPORT
GUSSET (ITEM #10)

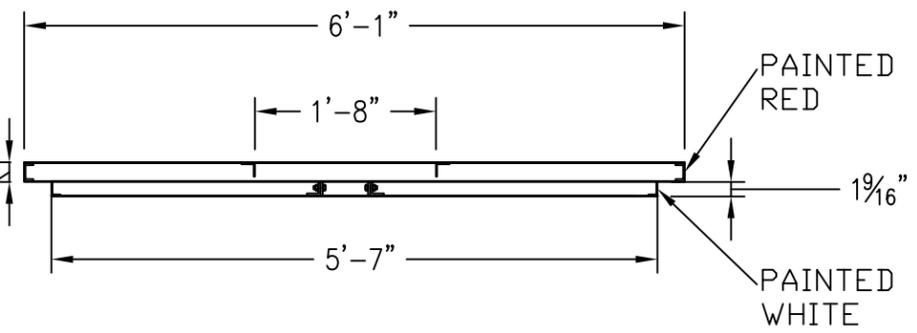
3/4" STEEL PLATE
WITH GUSSETS

3/4" STEEL PLATE

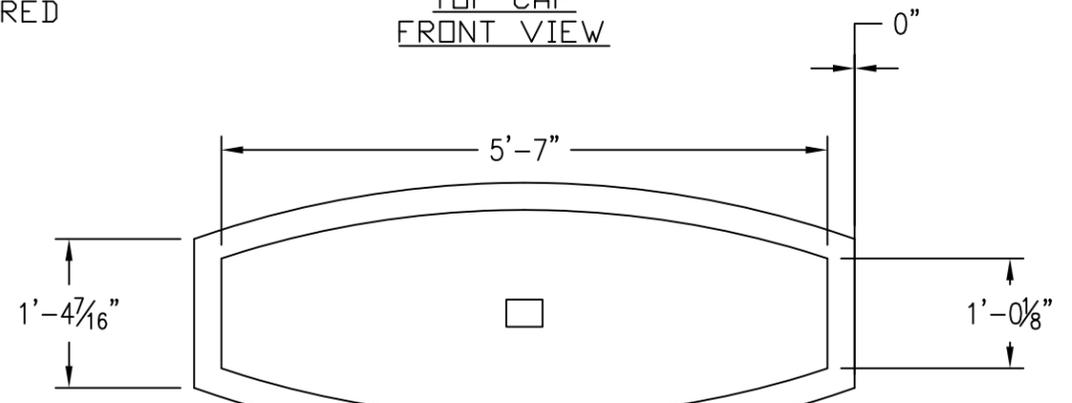
PART LIST FOR PART #STANDARD VIOC 27 SF PYLON SIGN MAIN BODY					
ITEM#	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
1	22	FT	A00085	4" X 2" X .150 6061-T6 ALUMINUM ASSOCIATION CHANNEL 25FT	
2	8	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120'	BREAK BENT ALUM.
3		SF	PL0007	.150" X 110" X 350' CLEAR POLYCARB PLASTIC	
4	7	FT	S00013	4" X 3" 90 X 1/4" ASTM A-500 GRADE B 10.51lb STEEL TUBE X LF (24HR)	
5	5	FT	N	3/8" ALUM. ROD	
6	11	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120'	PAINTED VIOC RED & WHITE
7	2	FT	S00011	3" X 2" X 3/16" A-36 ANGLE 20FT	WELED TO POLE & BOLTED TO EXTRUSION
8	1	EA	S00039	P-6 STEEL PLATE A-36 3/4" THICK 14" X 12" (PER PRINT)	
9	2	SF	N	2"x6 1/2"x3/8" ALUM. FLAT STOCK	WELED TO TOP CORNERS OF EXTRUSION
10	1	FT	A00036	4" SQ X .125 (1/8)" WALL 6063-T52 SHARP CORNER ALUMINUM TUBING 253 IN.	GUSSET
11	3	EA	L10065	PRINCIPAL LED UNIVERSAL 120W 120-277VAC POWER SUPPLY	
12	84	EA	L10084	PRINCIPAL QMKN MOD 4 7100K WHITE MODULE (PL-QM4-TW260-P) 25.33/BAG -38 MODS/BAG	
13	8	FT	A00021	1" X 1" X 1/8" 6063-T52 ALUMINUM SHARP CORNERS ANGLE 18FT	TO ATTACH SHROUD
PAINTS					
ID	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
A		GA	PM0008	VIOC BRUSHED ALUMINUM W/ HARDENER	
A		GA	PM0003	VIOC RED HIGH GLOSS 1L	
A		GA	PM0004	VIOC WHITE HIGH GLOSS 1L SIGN10150-13	
VINYL					
ID	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
A		SF	V00097	STD RED 3630-33 36" X 50YD "	
B		SF	V00127	EUROPEAN BLUE 3630-137 48" X 50YD	
C		SF	V00122	PROCESS BLUE 3630-337 48" X YD	
D		SF	V00207	WHITE 3630-20, 48" X 10 YD	
ELECTRICAL					
VOLTS	AMPS	WATTS	CIRCUITS		NOTES
120	2	218	1		



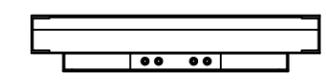
NOTE: TOP AND BOTTOM CAP PARTS TO BE RIVETED TOGETHER



TOP CAP FRONT VIEW



TOP CAP BOTTOM VIEW



TOP CAP SIDE VIEW

PART LIST FOR PART #STANDARD VIOC 27 SF PYLON SIGN TOP CAP					
ITEM#	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
1	150	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120"	TOP COVER ATTACHED THROUGH TOP W/ COUNTERSUNK SCREWS
2	5	FT	A00022	1-1/2" X 1-1/2" X 1/8" 6063-T52 ALUMINUM SHARP CORNERS ANGLE 16FT	
3	16	FT	A00087	2" X 1" X .125 6063-T52 ALUMINUM BARE CHANNEL 16FT	
4		EA	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120"	COVER GLUED TO CHANNEL
5	14	FT	A00022	1-1/2" X 1-1/2" X 1/8" 6063-T52 ALUMINUM SHARP CORNERS ANGLE 16FT	EDGE PAINTED WHITE
6	2	FT	N	1 1/2"x1/8" STEEL BAR	BOLTED TO ALUM. ANGLE
7	4	FT	A00075	1-1/2" X 1-1/2" X 3/16" [.1875] 6063-T52 ALUMINUM SHARP CORNERS ANGLE 16FT	WELDED TO 1 1/2" ALUM. ANGLE FRAME
8		EA	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120"	PAINT WHITE. GLUED TO 3" CHANNEL
PAINTS					
ID	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
A		GA	PM0003	VIOC RED HIGH GLOSS 1L	
B		GA	PM0004	VIOC WHITE HIGH GLOSS 1L SIGN10150-13	

FAIRMONT
Sign Company
3750 E. OUTER DR., DETROIT, MI 48234
PHONE: 313-368-4000 FAX: 313-368-1649

CUSTOMER APPROVAL _____ DATE _____
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DATE	REVISION	INIT
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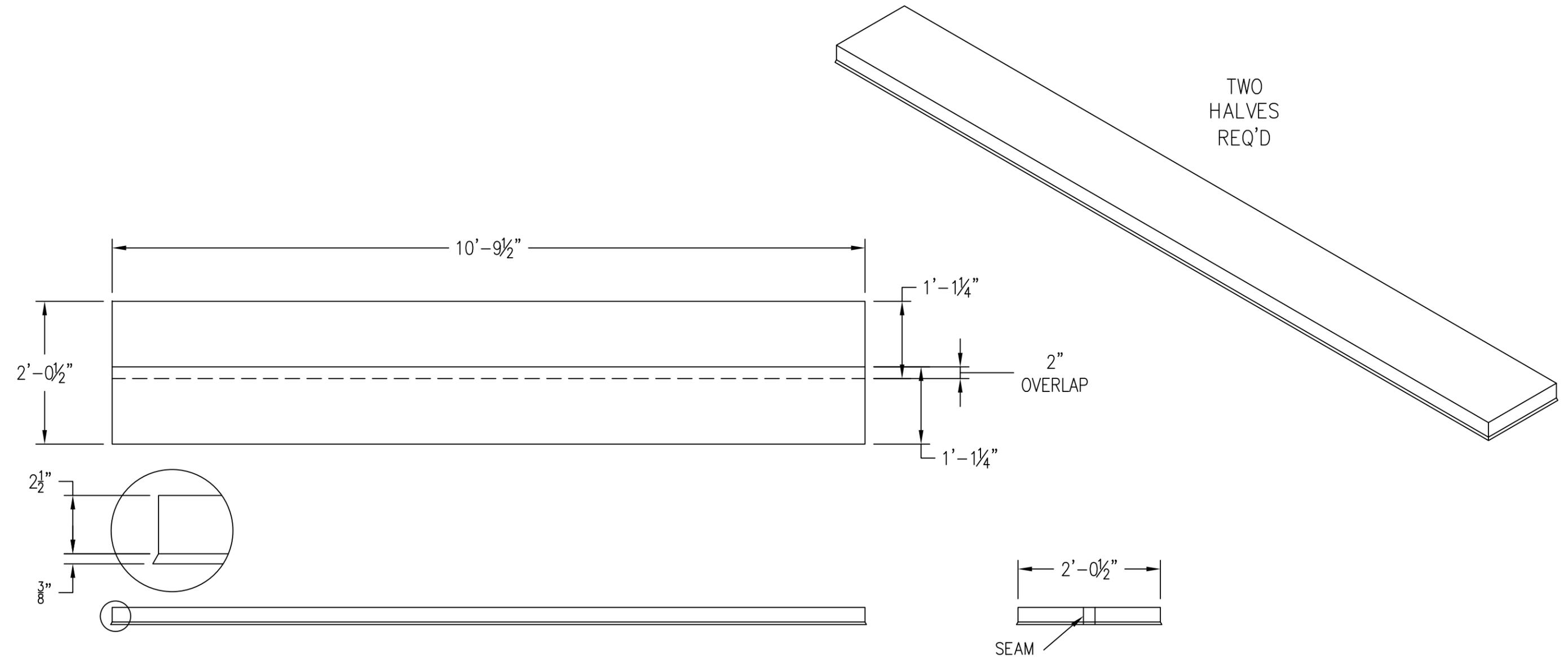
CUSTOMER/LOGO **VALVOLINE INSTANT OIL CHANGE**
ADDRESS 1111 SUMMIT AVE
CITY, STATE OCONOMOWOC WI

DWG TITLE: 27 SQFT PYLON SIGN
DESCRIPTION: 27 SQFT LED ILLUM PYLON
FILE NAME: PROJ\VALVOLINE2011\ELEV\1020078
BLOCK NAME:

WO# : 102078
DATE: 4/24/20
DRAWN BY: FT
SHEET #: 4 OF #: 5

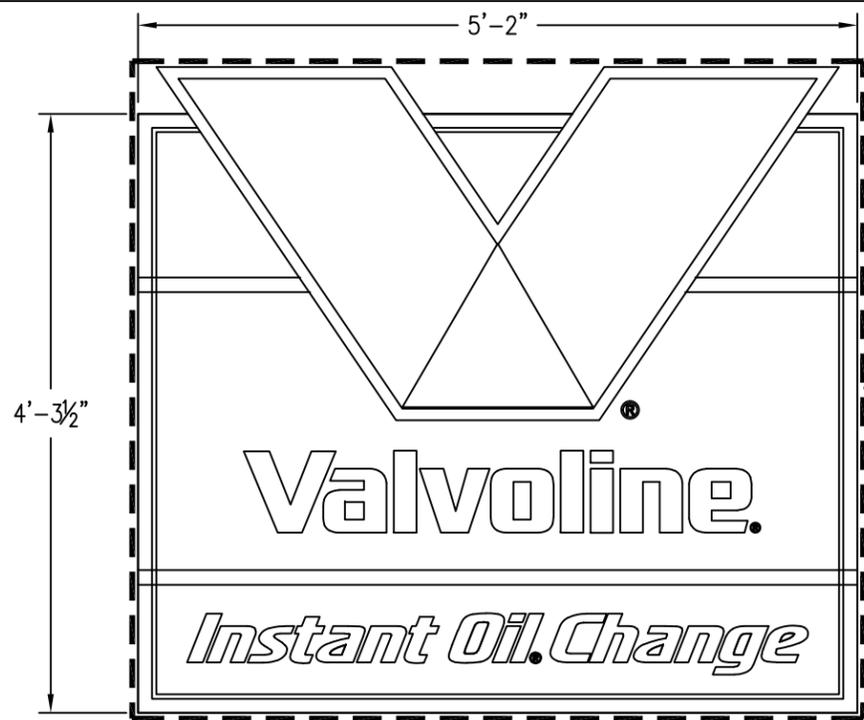
PART LIST FOR PART #STANDARD VI OC 27 SF PYLON SIGN LOWER SHROUD

ITEM#	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
1	20	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120"	TOP COVER ATTACHED THROUGH TOP W/ COUNTERSUNK SCREWS
PAINTS					
ID	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
A		GA		BRUSHED ALUMINUM	

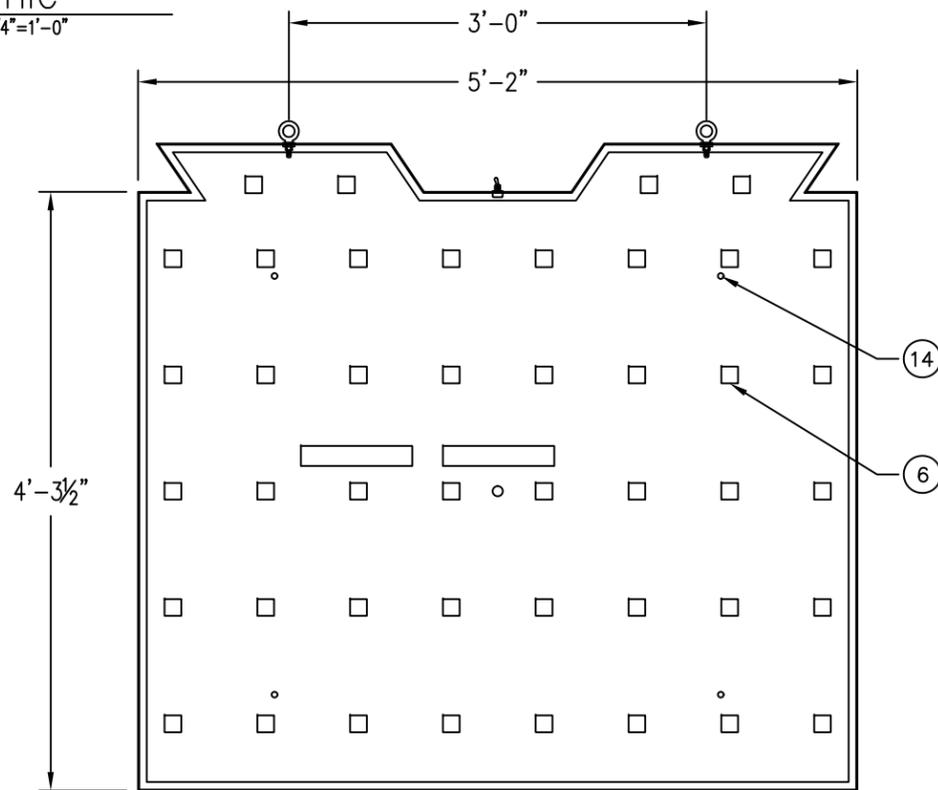


NOTE: INSTALLER TO CUT NOTCHES FOR PLATES AND SCREW TOGETHER AS NEEDED ON SITE.

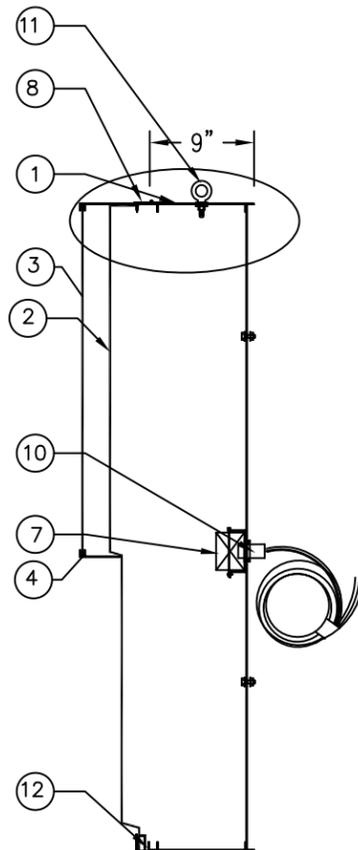
NOTE: SUPPLY 20 PAINTED SCREWS TO ATTACH HALVES TOGETHER



GRAPHIC
SCALE: 3/4"=1'-0"

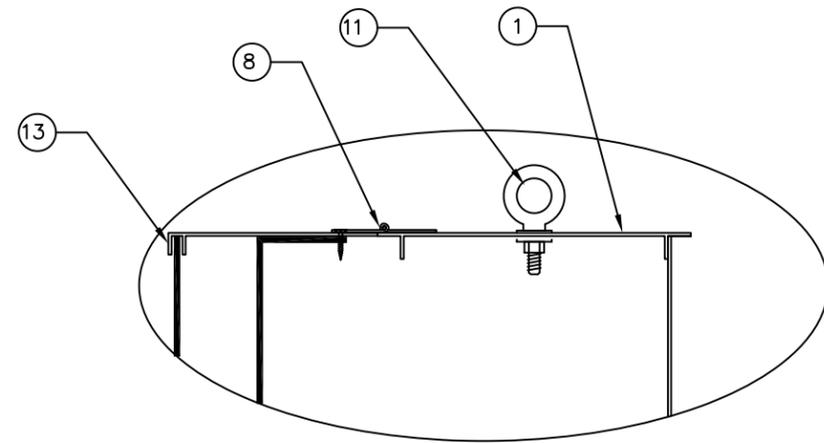


CONST. & ELECTR.
SCALE: 3/4"=1'-0"



SECTION A1/1
NTS

PART LIST FOR PART #VIOC 24 SF OLD STYLE PAN FORMED WALL SIGN					
ITEM#	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
1	17	FT	A00043	9" (FSC) EXTRUSION FILLER 288"	PAINTED RED AND WHITE
2	24	SF	PL0068	.150 X 76" X 400' CLEAR POLYCARB PLASTIC	PAN FORMED FACE. 2ND SURFACE GRAPHIC
3	10	SF	PL0068	.150 X 76" X 400' CLEAR POLYCARB PLASTIC	FLAT V FACE. 2ND SURFACE GRAPHIC
4	10	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE	4" DEEP CAM CUT V RETURN PAINTED BRUSHED ALUM.
5	24	SF	A00056	.080" WHITE /WHITE ALUMINUM SHEET 60" X	CAM CUT SIGN BACK
6	44	EA	L10084	PRINCIPAL QWIK MOD 4 7000K WHITE MODULE (PL-QM4-TW260-P) 25.33'/BAG - 38 MODS/BAG	
7	2	EA	L10051	60W MULTI VOLT IP67 POWER SUPPLY	
8	1	EA	A00078	2" OPEN NOT REVERSE HINGE 72" 1-0636-0	
9	1	EA	E00021	SPEMCO 24" TOGGLE SWITCH 11850S/24/SP	
10	1	EA	E00008	STRAIGHT LIQ. TITE CONNECT 1/2" 16205B	
11	2	EA	C00112	DIA . 3/8" STEEL LIFTING EYEBOLT	
12	20	FT	A00045	1-1/2" x 1-1/2" KEY SLOT F-RETAINER 288	
13	2	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE	1" BREAK BENT RETAINER PAINTED BRUSHED ALUM.
14	4	EA	C00105	3/8"X16 LARGE FLANGED RIVET NUT	
PAINTS					
ID	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
A		GA	P00124	6401-74215 B66T00304 VIOC RED GALLON #804715738	
B		GA	P00050	AKZO RM EFX LV BRUSHED ALUMINUM 509631	
VINYL					
ID	QTY	UOM	FSC PART NUMBER	ITEM DESCRIPTION	NOTES
V1		SF	V00203	RED 3630-33 48" x 50YD *	
V2		SF	V00127	EUROPEAN BLUE 3630-137 48" X 50YD	
V3		SF	V00122	PROCESS BLUE 3630-337 48" X YD	
V4		SF	V00076	WHITE 3630-20, 3632GPS-20 48" X 50YD	
ELECTRICAL					
VOLTS	AMPS	WATTS	CIRCUITS		NOTES
120	1.82	218	1		

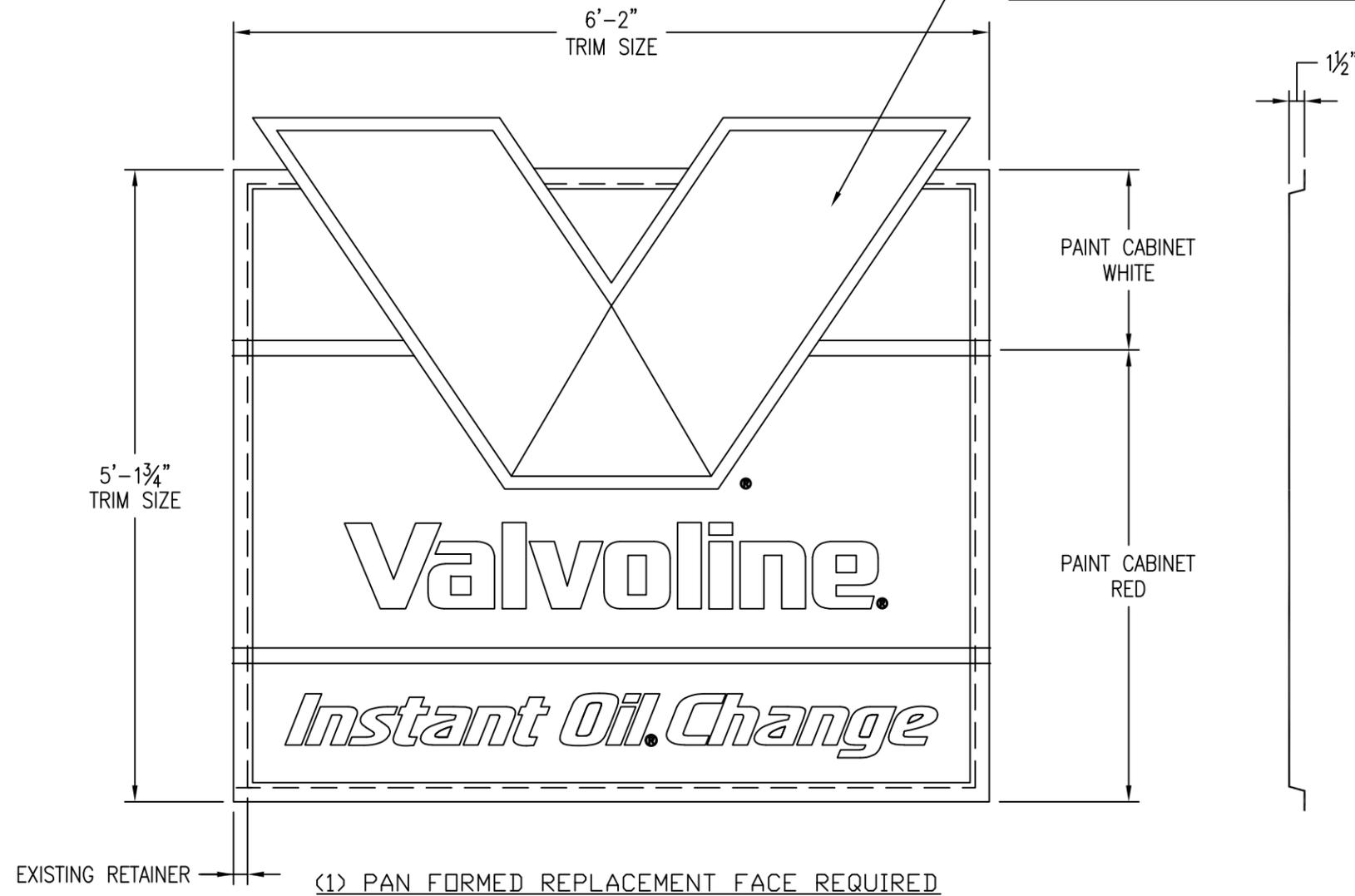


(2) REQ'D

<p>3750 E. OUTER DR., DETROIT, MI 48234 PHONE: 313-368-4000 FAX: 313-368-1649</p>	CUSTOMER APPROVAL _____ DATE _____	DATE _____ REVISION _____ INIT _____	CUSTOMER/LOGO VALVOLINE INSTANT OIL CHANGE	DWG TITLE: 24 SF OLD STYLE WALL SIGN	WO# : 102078
	This is an original unpublished drawing, created by F.S.C. It is submitted for your use in connection with a project being planned for you by F.S.C. It is not to be shown, copied, reproduced, or exhibited in any fashion without the express written approval by F.S.C. © FAIRMONT SIGN COMPANY, 2002	ADDRESS 1111 SUMMIT AVE CITY, STATE OCONOMOWOC WI	DESCRIPTION: _____ FILE NAME: SEE STAMP BLOCK NAME: _____	DATE: 6/20/19 DRAWN BY: FT SHEET #: 1 OF #: 1	

NOTE: TRACING OF EXISTING V IS REQUIRED IN ORDER TO MANUFACTURE REPLACEMENT V FACE.

FSC TO SUPPLY NEW FLAT PLASTIC V FACE. INSTALLER IS TO REMOVE EXISTING V CABINET FROM EXISTING FACE, AND RE-INSTALL V CABINET TO NEW PAN FACE IN THE FIELD.



PART LIST FOR PART #VIOC 34 SF OLD STYLE REPLACEMENT FACE				NOTES	
BOM#	QTY	UOM	PART#	ITEM DESCRIPTION	
001	23'	FT	A00045	1-1/2" x 1-1/2" KEY SLOT F-RETAINER 288"	PAINTED RED AND WHITE
002	45	SF	PL0007	.150" X 1.10" X 350' CLEAR POLYCARB PLAST IC	2ND SURFACE GRAPHIC
003	16	SF	A00004	.090 5052-H32 ALUMINUM PAPER INTERLEAVE 60" X 120"	PAINTED SILVER
PAINT					
BOM#	QTY	UOM	PART#	ITEM DESCRIPTION	NOTES
029	-	GA	PM0008	VIOC BRUSHED ALUMINUM W/HARDENER	-
030	-	GA	PM0003	VIOC RED HIGH GLOSS 1L	-
031	-	GA	PM0004	VIOC WHITE HIGH GLOSS 1L	-
VINYL					
BOM#	QTY	UOM	PART#	ITEM DESCRIPTION	NOTES
031	-		V00097	STD RED 3630-33 36" X 50YD *	-
032	-		V00127	EUROPEAN BLUE 3630-137 48" X 10YD *	-
033	-		V00122	PROCESS BLUE 3630-337 48" X YD	-
034	-		V00207	WHITE 3630-20, 48" X 10 YD	-
035	-		V00054	SAPPHIRE BLUE 7725-37 48" X 50YD*	-
036	-		V00051	OLYMPIC BLUE 7725-57 48" X 50YD *	-
SHIP LIST					
ID	QTY	UOM	PART#	ITEM DESCRIPTION	NOTES
1	1	EA	-	VIOC 34 SF OLD STYLE REPLACEMENT FACE	-

Jennings Properties

Whitman Park I, LLC

7635 West Bluemound Road, Suite 203

Milwaukee, WI 53213-3500

Email: jenningsrealestate@sbcglobal.net

Office: 414-258-2972

April 24, 2020

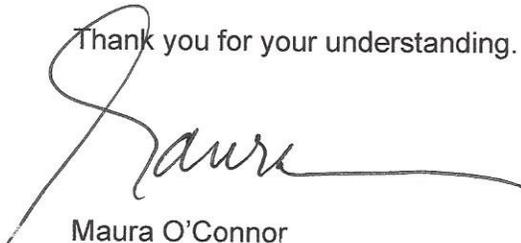
Dean;

PWJ has signed the Owner's Letter of Authorization per your request. I believe Karen sent it over to you inadvertently and somewhat prematurely. I need to add a couple of other documents to clarify exactly what PWJ is approving. This process began last Fall and I want to make sure what we originally approved is what will be installed.

Please see the memo PWJ wrote to you dated 9/25/2019. We are under the impression that what was approved on the material supporting that request (see copies of pictures and diagrams) is consistent and without deviation for the document that PWJ signed and dated today 4/24/2020 - Owner's Letter of Authorization.

Please let me know if there is anything inconsistent with the original request for approval compared to the request from today. If there is, we reserve the right to withhold our approval until we have further conversation about the design, layout and proposed location of the new signs.

Thank you for your understanding.

A handwritten signature in black ink, appearing to read "Maura", with a long horizontal flourish extending to the right.

Maura O'Connor

OWNER'S LETTER OF AUTHORIZATION

As the owner of the property located at:

1111 Summit Avenue

(street address)

Oconomowoc, WI 53066

(city, state, zip)

I hereby authorize Valvoline Instant Oil Change
(tenant name)

as tenant and/or lessee of said property, to obtain new and/or change existing signage at the above referenced address. I also authorize FAIRMONT SIGN COMPANY and its agents to act as my agent in obtaining the required and necessary permits, licenses and approvals, which may be for the installation of said signage, and to proceed with the installation if in accordance with all governing laws, statutes and ordinances.

X Signature:

Print Name:

Title:

Company Name & Address:

X Date:

Philip W. Jennings

Philip W. Jennings

Member / Owner

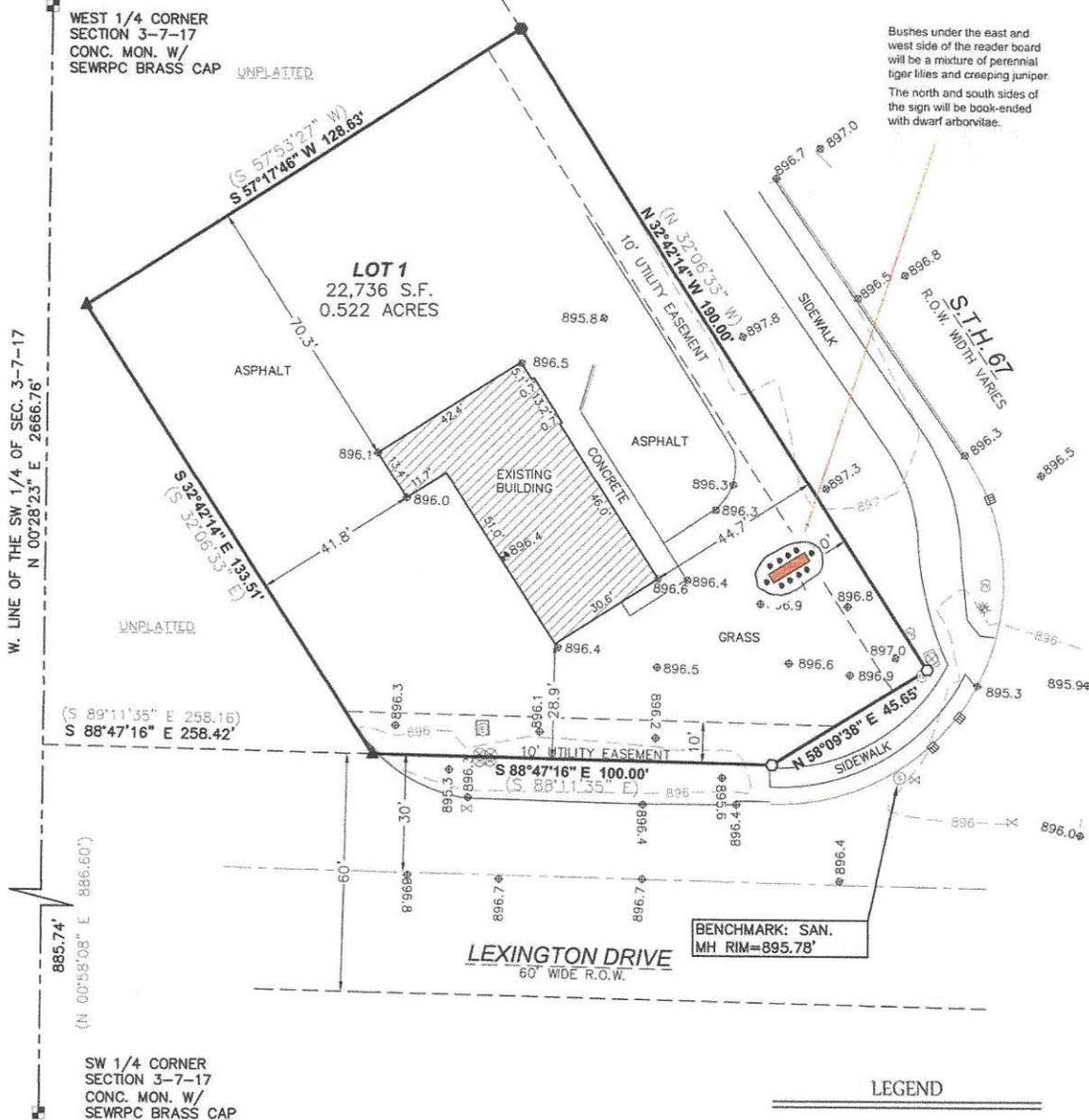
Whitman Park I LLC

7635 W. Bluemound Rd

Milwaukee, WI 53213-3506

24 April 2020

PLAT OF SURVEY
 LOT 1 OF CSM 2591 EXCEPTING PARCEL 36 OF TRANSPORTATION PLAT NO. 3030-08-20, BEING PART OF THE SW 1/4 OF SECTION 3, TOWN 7 NORTH, RANGE 17 EAST, CITY OF OCONOMOWOC, WAUKESHA COUNTY, WISCONSIN.



Bushes under the east and west side of the reader board will be a mixture of perennial tiger lilies and creeping juniper. The north and south sides of the sign will be book-ended with dwarf arborvitae.

W. LINE OF THE SW 1/4 OF SEC. 3-7-17
 N 0°28'23" E 2666.76'

WEST 1/4 CORNER SECTION 3-7-17
 CONC. MON. W/ SEWRPC BRASS CAP UNPLATTED

SW 1/4 CORNER SECTION 3-7-17
 CONC. MON. W/ SEWRPC BRASS CAP

- NOTES:**
- A TITLE COMMITMENT HAS NOT BEEN PROVIDED. AN ADDITIONAL SEARCH FOR EASEMENTS OF RECORD HAS NOT BEEN COMPLETED.
 - EASEMENTS PER CSM 2591.
 - LAST DEED OF RECORD (DOC. NO. 4349789) DOES NOT HAVE AN EXCEPTION FOR THE RIGHT OF WAY PER TRANSPORTATION PLAT NO. 3030-08-20.



SURVEYOR'S CERTIFICATION:

I HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY, ITS EXTERIOR BOUNDARIES, THE LOCATION OF ALL VISIBLE STRUCTURES AND DIMENSIONS OF ALL PRINCIPAL BUILDINGS THEREON, BOUNDARY FENCES, APPARENT EASEMENTS, ROADWAY AND VISIBLE ENCROACHMENTS, IF ANY. THIS SURVEY IS MADE FOR THE EXCLUSIVE USE OF THE PRESENT OWNERS OF THE PROPERTY, AND ALSO THOSE WHO PURCHASE, MORTGAGE, OR GUARANTEE, THE TITLE THERETO WITHIN ONE (1) YEAR FROM DATE HEREOF.

SIGNED: MATTHEW T. O'ROURKE, PROFESSIONAL LAND SURVEYOR S-2771

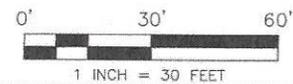
LEGEND

	SECTION CORNER MONUMENT
	FOUND 3/4" REBAR W/ CAP
	SET PK
	SET 0.75" O.D. X 18" REBAR
	WEIGHING 1.502 LBS/FT.
	SANITARY MANHOLE
	TV PED
	CURB INLET
	ELECTRIC PED
	WATER VALVE
	FLOOR ELEVATION
	LIGHT
	EXISTING CONTOUR
	PULLBOX
	EXISTING SPOT GRADE



BEARINGS BASED ON GRID NORTH OF THE WISCONSIN COUNTY COORDINATE SYSTEM, WAUKESHA COUNTY ZONE (NAD 83 2011) AND REFERENCED TO THE WEST LINE OF THE SW 1/4 OF SEC. 3-7-17 MEASURED AS S00°28'23"W.

VERTICAL DATUM IS NAVD 88 (GEOID 12A)



SHEET 1 OF 1 DATE 03/16/2020 20034	CLIENT DEAN SULOK (VALVOLINE OIL)	DRAWN BY LJS CHECKED BY MTO	REV.	 LAND SURVEYING & LAND PLANNING 111 W. 2ND STREET OCONOMOWOC, WI 53066 WWW.LANDTECHWI.COM (262) 367-7599	
	PROJECT SIGN CONSTRUCTION		1111 SUMMIT AVE. OCONOMOWOC, WI		REV.
	LAYOUT PLAT OF SURVEY				REV.
	DRAWING 20034_SURVEY.DWG				REV.

Jennings Properties

Whitman Park I, LLC

7635 West Bluemound Road, Suite 203

Milwaukee, WI 53213-3500

Email: jenningsrealestate@sbcglobal.net

Office: 414-258-2972

Date: September 25, 2019

To: To Whom it May Concern

From: Philip W. Jennings
owner, Whitman Park I, LLC

Re: Valvoline signage request

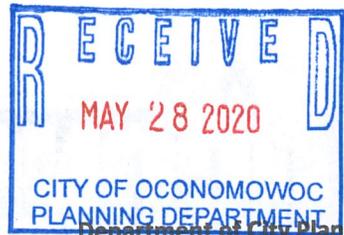
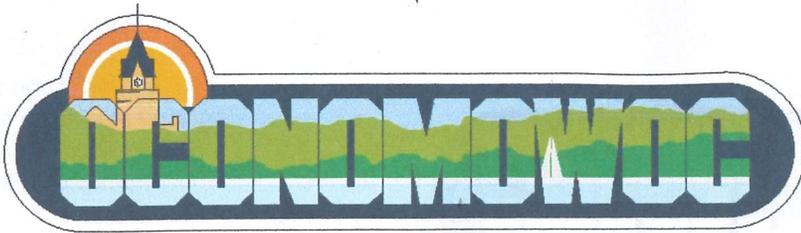
Please accept this as Landlord permission and approval for Valvoline, located at 1111 Summit Avenue and owned by Mark V Properties (Dean Sulok), to proceed with the signage request.

It is our understanding, there are two sign requests. One for a sign refacing on an existing sign on the current Valvoline building and the other to be a free-standing monument sign. Valvoline understands that there is a Master Sign Plan on file with the City of Oconomowoc for Whitman Park Shopping Center and that they will abide by the guidelines of that Master Sign Plan.

Thank you for your consideration in this request.



Philip W. Jennings
Owner
Whitman Park I, LLC



Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

Sign Application

The following information is required to be included and explained in your submittal. The submittal shall be 12 copies (no larger than 11"x17") and collated:

- This Application and \$75 Application Fee
- Color renderings of proposed signs and signage on building
- A letter/email of approval signed by the property owner
- Sign landscaping plan and plant list
- Sign site plan showing setbacks from property line
- To scale, drawing of sign(s) with area calculations and dimensions
- [Free-standing signs only] Sign plan showing height above grade
- [For building signs only] Rendition of building showing sign placement on the building
- Signs not conforming to the Sign Ordinance requirements such as size, number, location or other regulations listed in Subchapter 17-6, may apply for a special exception per § 17.602(5). Applicant shall provide written justification for why a special exception is needed.
- [Email] All of the above in .pdf format (under 5MB) to Planning Staff
 - o Jason Gallo, City Planner: JGallo@oconomowoc-wi.gov | phone: 262-569-2166
 - o Kristi Weber, Planner: KWeber@oconomowoc-wi.gov | phone: 262-569-2173

Name of Applicant requesting the sign: Bill Sheahan
 Applicant's Address (include city, state and zip code): 20 S. Main Street, Oconomowoc, WI, 53066
 Applicant's telephone number: (262) 354-0522
 Applicant's email address: bill@gordysboats.com

Name of Establishment requesting the sign: Gordy's Boat Showroom Oconomowoc
 Address of Establishment (include city, state and zip code): 20 S. Main Street, Oconomowoc, WI, 53066
 Name of Establishment's primary contact: Bill Sheahan
 Primary contact's telephone number: (262) 354-0522
 Primary contact's email address: bill@gordysboats.com

Property Owner of establishment requesting the sign: National Management LLC
 Property Owner's Address (include city, state and zip code): 11801 W. Silver Spring Drive, Suite 200 Milwaukee, WI 53225
 Property Owner's telephone number: (262) 527-5713
 Property Owner's email address: dave@national-llc.com

Zoning of Property: MC In the **Downtown District**? (yes/no) yes -OR- on the **Isthmus**? (yes/no) _____

Are you creating / amending a **Master Sign Plan**? (yes/no) yes

Describe the following (if needed, attach additional supporting sheets/details):

- Type of sign (canopy, ground, wall, projecting, temporary, face replacement etc): See supporting documentation
- Total Square Footage: _____
- Sign Color(s) / Material(s): _____

Provide sign setbacks from property line (if applicable): _____

Provide sign illumination, including method (exterior, interior etc): _____

List hours of sign illumination (signs to be turned off by 10pm or establishment hours if later): _____

As Applicant/Agent/Property Owner, I agree to conform to the approval given by the City Planner/Architectural Commission.

[Signature]
Signature

5/28/2020
Date

Date: May 28, 2020

From: National Management LLC

Subject: Master Sign Plan (MSP)

Location: 20 South Main St, Oconomowoc, Wisconsin

Property Details:

The property is currently occupied by the following tenants:

1. Gordy's Marine Boat Showroom (main level)
2. Rentable office suites TBD (second level)

Purpose:

The purpose of this MSP is to achieve design compatibility on a single ownership parcel that is occupied by two or more separate businesses. The following signs are permitted as part of this MSP at locations and configurations as designated below are shown on the drawings. Signage will help inform residents of what is offered and sold at Gordy's and what office space is located on the second floor of the building.

Proposed Projecting Signs:

- Two hanging signs-one on the main level and one on the second level (color and lettering TBD on second level sign)
- Mounted on black, tubular, solid mount steel bracket to prevent wind damage
- Signage may be illuminated with exterior lighting fixtures approved by property owner
- Maximum width of 48 inches
- Maximum height of 30 inches
- Maximum area of 10 square feet
- Material: Dibond composite panel
- Shape: Oval
- Color and Font: Oval has a red border with white matte background, "Gordys" in red custom logo font, "Boat Sales" in black Arial font

Proposed Building Signs:

- Four mounted signs-one centered above each garage door (two on the front of the building, two in the rear)
- Signage may be illuminated with exterior lighting fixtures approved by property owner
- Maximum width of 72 inches
- Maximum height of 18 inches
- Maximum area of 9 square feet
- Material: Dibond composite panel
- Shape: Rectangular
- Color and Font: Blue/gray background, "Cobalt Boats" in white custom logo font, "Everglades" in white Impact font
- Notes: Requesting a special exception to allow Everglades and Cobalt product signage due to the uniqueness of the store front. Per code, product signage is not allowed, but the original plan of a projecting sign with two small signs hanging down would have interfered with sidewalk sign height clearance guidelines

The ownership entity of the building is National Management LLC

1. Name: Dave Byczek
2. Contact Info: (262) 527-5713, dave@national-llc.com

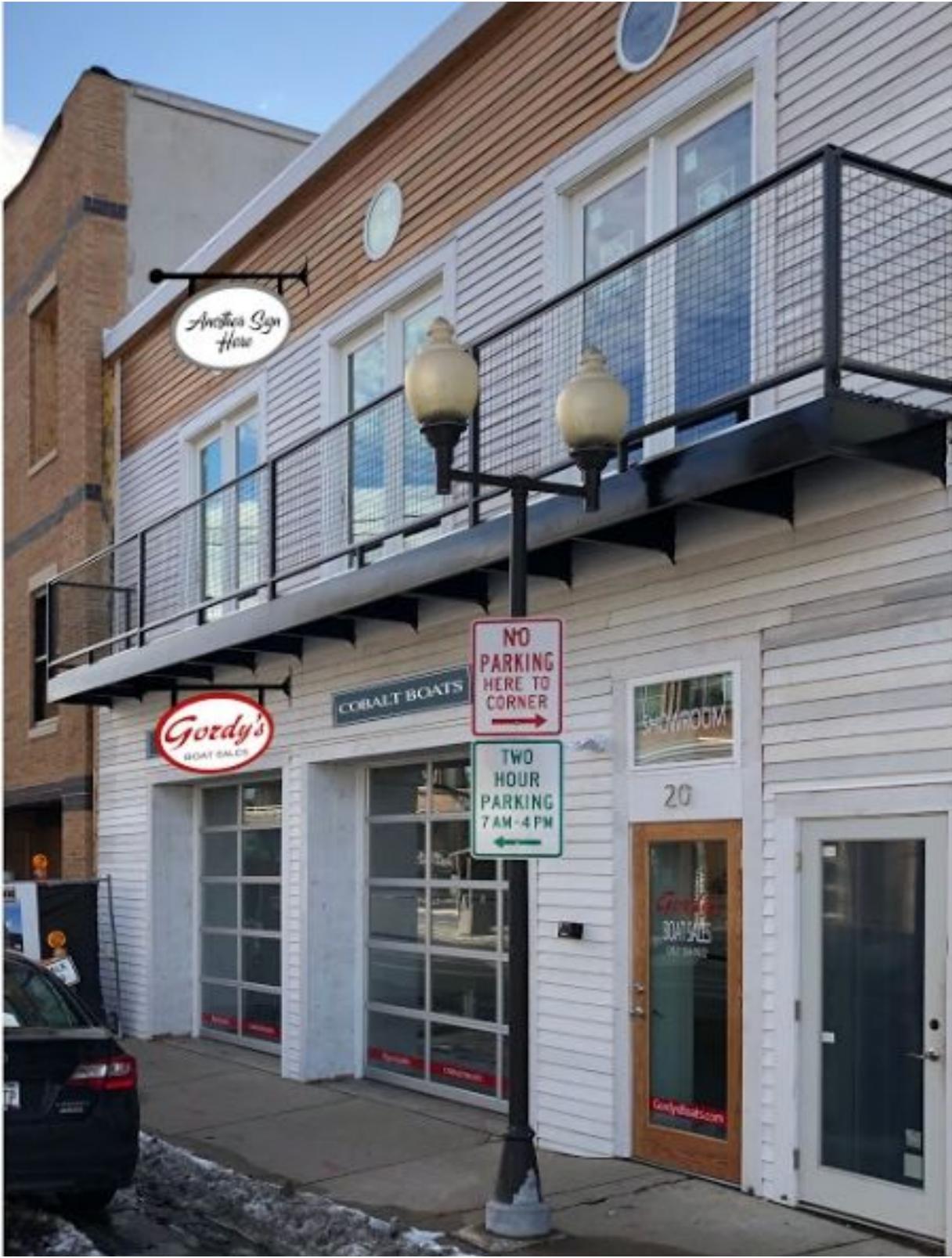
The first floor tenant applying for the signage is Gordy's Boat Sales Showroom

1. Name: Bill Sheahan
2. Contact Info. (262) 354-0522, bill@gordysboats.com

The signs will be manufactured by Papenheim SignCrafters

1. Name: John Papenheim
2. Contact Info. (920) 923-4437, psigncrafters@gmail.com

See color renderings:







Sign to Sidewalk Height Measurements:

- Garage door frame height: 108 inches
- Sign length: 40 inches
- Sign mounted at approx. 132-136 inches from ground
- $132 \text{ inches} - 40 \text{ inches} = 92 \text{ inches} = 7.7 \text{ feet}$ from the ground
- $136 \text{ inches} - 40 \text{ inches} = 96 \text{ inches} = 8 \text{ feet}$ from the ground
- $96 \text{ inches} = 8 \text{ feet}$ clearance from sidewalk
- Per Jason Gallo: 7.5-8 feet of clearance needed per city guidelines
- *It is also a sloped sidewalk, therefore 8+ feet of clearance from sign to sidewalk

Vinyl graphics
on Dibond

72"

COBALT BOATS

18"

Everglades



May 28, 2020

To Whom It May Concern:

I, Dave Byczek, owner of the building at 20 S. Main Street approve the master sign plan to be submitted to the City of Oconomowoc. It will include two projected signs and four building signs. Feel free to contact me with any questions at dave@national-llc.com.

A handwritten signature in black ink, appearing to read 'Dave Byczek', written over a horizontal line.

Dave Byczek



Department of City Planning
 174 E. Wisconsin Avenue Oconomowoc, WI
 www.oconomowoc-wi.gov | 262.569.2166

Architectural Building Review

The following information is required to be included and explained in your submittal. The submittal shall be 12 copies (no larger than 11"x17") and collated:

- This Application and \$75 Application Fee
- Project Summary / Narrative
- Overall site and building plan(s)
- Building elevation(s) to scale with dimensions
 - Identify true elevation markers and overall building height
 - Identify all building materials (i.e. maker, color specs)
- Color renderings of building elevation(s)
- Dumpster plan(s) and enclosure details (i.e. colors, materials)
- Exterior lighting plan(s) and details
- Landscaping plan and plant list
- [Email] All of the above in .pdf format (under 5MB) to Planning Staff
 - Jason Gallo, City Planner: JGallo@oconomowoc-wi.gov | phone: 262-569-2166
 - Kristi Weber, Planner: KWeber@oconomowoc-wi.gov | phone: 262-569-2173
- [At Meeting] Provide and present all building materials and color samples for project

Name of Applicant requesting the review: Jason DVORAK / 130 Investments, LLC
 Applicant's Address (include city, state and zip code): 194 Lac LaBelle Drive, Oconomowoc 53066
 Applicant's telephone number: (262) 227-5066
 Applicant's email address: jdvorak262@gmail.com

Name of Establishment requesting the review: 130 Investments, LLC
 Address of Establishment (include city, state and zip code): 130, 132 & 134 E. Wisconsin Ave.
 Name of Establishment's primary contact: Jason DVORAK
 Primary contact's telephone number: (262) 227-5066
 Primary contact's email address: jdvorak262@gmail.com

Property Owner of establishment requesting the review: 130 Investments, LLC
 Property Owner's Address (include city, state and zip code): 194 Lac LaBelle Dr. Oconomowoc 53066
 Property Owner's telephone number: (262) 227-5066
 Property Owner's email address: jdvorak262@gmail.com

Desired Start Date: 6/15/20 **Anticipated** Completion Date: 7/31/20

Zoning of Property: Mercantile / Retail In the **Downtown District?** (yes/no) YES -OR- on the **Isthmus?** (yes/no) _____

Describe the following (if needed, attach additional supporting sheets/details):

- Roof Pitch / Material(s) / Color(s): flat, black 60mil rubber (2016)
- Window Glass / Framing: clear glass, silver framing on front & side, Dark oil rubbed bronze on rear.
- Type of HVAC system (ground units / wall packs / venting on elevations): internal & roof (condensers)

Are there building mechanicals/equipment/lighting on the roof screened? (yes/no) yes

As Applicant/Agent/Property Owner, I agree to conform to the approval given by the City Planner/Architectural Commission.

Signature: [Handwritten Signature]

Date: 5/27/20

130 Investments, LLC

Proposed Building project at 130, 132 & 134 E. Wisconsin Ave

Former May's Garden Center

Project overview & Background:

The former May's Garden Center space is a roughly 5,000 SF, 1-story commercial/mixed use retail building. It was originally three separate addresses. The proposal for this building is to house 3 separate tenants, while branding the building as a destination/concept "The Marketplace". Over time, while the tenants may change, the building will retain its same look, character and draw as a destination. The building has matured throughout its roughly 100 year life morphing in size & usage. The rear warehouse space has been very utilitarian in nature. Along with the simple use, the Fowler Lake façade retained the look of a warehouse entrance. The desire is to bring fresh life into the building on all three sides (the west side shares a wall with The Children's Play Gallery). As an example, the east side's 6 windows, which have been covered for decades, have started to be reopened. The concrete sills are in disrepair, however, will be brought back to new condition. We want the public walking down that walkway to feel good in their surroundings, enhancing their decision to invest in downtown Oconomowoc by buying local, patronizing our shops and dining at myriad restaurants and bars.

While the building is 100' deep and 55' long, the Wisconsin Avenue façade is nearly 20' tall. The Fowler lake side is shorter at roughly 13' tall. The building will be re-tuckpointed and primed before being painted a three-tone color scheme. Paint selections as follows:

Sherwin Williams

SW9543 Gypsum – a soft white for accent locations, such as the backing of "The Marketplace" inset.

(note, this inset is 15' long, 3' tall and 8" deep – the depth of an average brick).

SW9561 Guild Grey – a soft gray for the main building color on all three sides.

SW7062 Rock Bottom – a darker black which will match the black in the awning stripe, while also marrying up to the dark oil rubbed bronze light fixtures and window framing (Fowler Lake side of building).

The green awning that has graced the building will be refreshed with a cabana style, black & white striped material.

Lighting will be gooseneck, directional lights along the front, with LED tape light inside "The Marketplace" inset, pointing upward for a warm wash on the sign (tape light itself will not be visible from the street). Lighting for the Fowler Lake side will be more intimate, coach style lighting, higher up on either side of the two main tenant egress/ingress doors.



The MARKETPLACE

STATION CO-OP

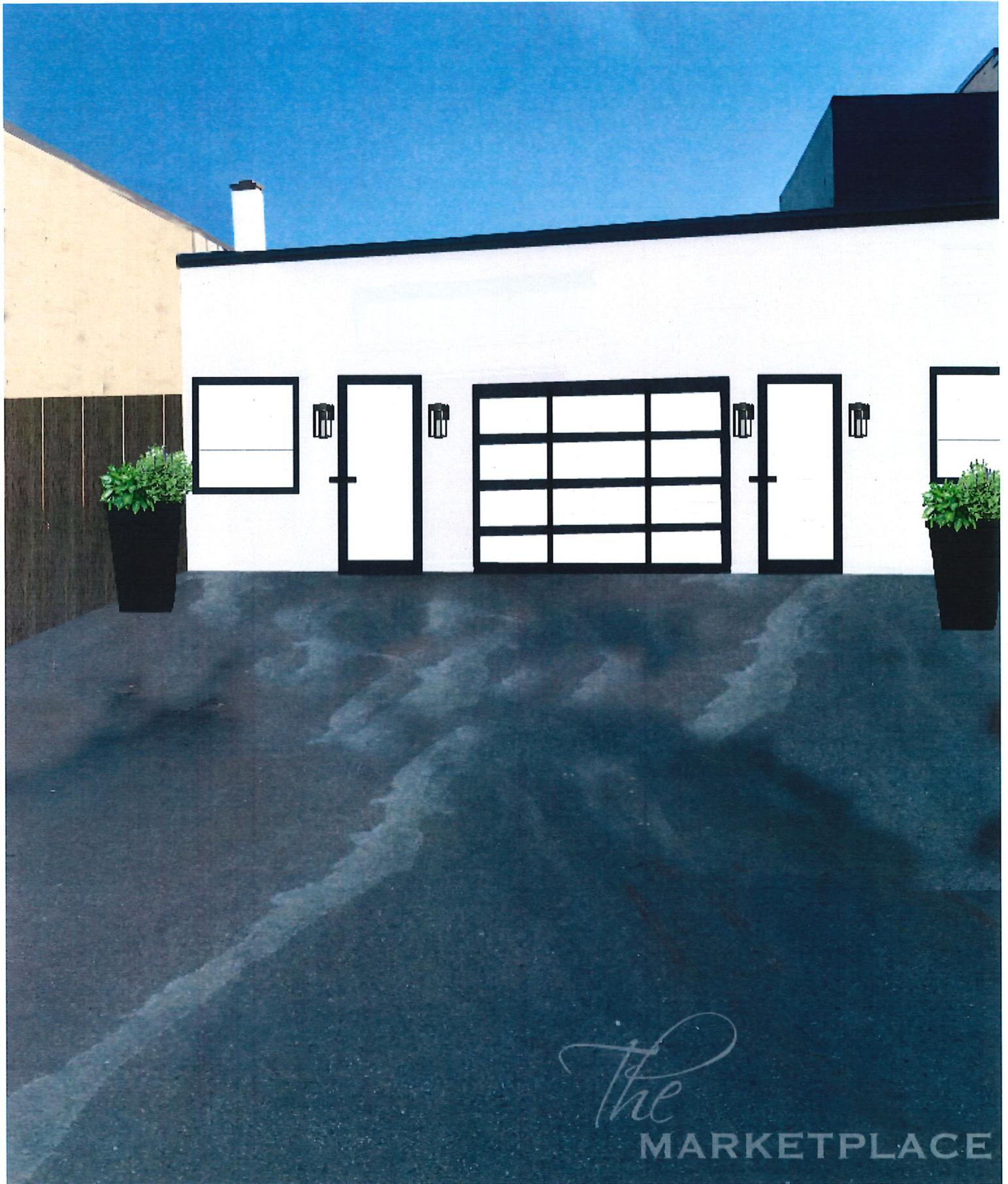
STATION CO-OP



MAY GARDEN CENTER
ENTER

Olds
SEED
Seed you can count on
Garden Seed
Sold Here

ferti·lome **organic**
HAS YOUR MIRACLE!
GROW YOUR OWN! OMRI



The
MARKETPLACE





The
MARKETPLACE



Sign Application

Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

The following information is required to be included and explained in your submittal. The submittal shall be 12 copies (no larger than 11"x17") and collated:

- This Application and \$75 Application Fee
- Color renderings of proposed signs and signage on building
- A letter/email of approval signed by the property owner
- Sign landscaping plan and plant list
- Sign site plan showing setbacks from property line
- To scale, drawing of sign(s) with area calculations and dimensions
- [Free-standing signs only] Sign plan showing height above grade
- [For building signs only] Rendition of building showing sign placement on the building
- Signs not conforming to the Sign Ordinance requirements such as size, number, location or other regulations listed in Subchapter 17-6, may apply for a special exception per § 17.602(5). Applicant shall provide written justification for why a special exception is needed.
- [Email] All of the above in .pdf format (under 5MB) to Planning Staff
 - o Jason Gallo, City Planner: JGallo@oconomowoc-wi.gov | phone: 262-569-2166
 - o Kristi Weber, Planner: KWeber@oconomowoc-wi.gov | phone: 262-569-2173

Name of Applicant requesting the sign: City of Oconomowoc
 Applicant's Address (include city, state and zip code): 174 E. Wisconsin Avenue
 Applicant's telephone number: Mark Frye (262) 569-2184
 Applicant's email address: mfrye@oconomowoc-wi.gov

Name of Establishment requesting the sign: City of Oconomowoc - Police Department
 Address of Establishment (include city, state and zip code): 630 E. Wisconsin Avenue
 Name of Establishment's primary contact: Chief Ron Buerger
 Primary contact's telephone number: (262) 567-4401
 Primary contact's email address: rbuerger@oconomowoc-wi.gov

Property Owner of establishment requesting the sign: City of Oconomowoc
 Property Owner's Address (include city, state and zip code): same
 Property Owner's telephone number: same
 Property Owner's email address: same

Zoning of Property: MC In the Downtown District? (yes/no) _____ -OR- on the Isthmus? (yes/no) no

Are you creating / amending a Master Sign Plan? (yes/no) no

Describe the following (if needed, attach additional supporting sheets/details):

- Type of sign (canopy, ground, wall, projecting, temporary, face replacement etc): wall
- Total Square Footage: 156 sq ft
- Sign Color(s) / Material(s): aluminum faces w/map finish

Provide sign setbacks from property line (if applicable): n/a

Provide sign illumination, including method (exterior, interior etc): Halo Illumination

List hours of sign illumination (signs to be turned off by 10pm or establishment hours if later): on 24/7

As Applicant/Agent/Property Owner, I agree to conform to the approval given by the City Planner/Architectural Commission.

[Signature]
Signature

05.28.2020
Date

MEMORANDUM

To: Kristi Weber

From: Mark Frye

Date: May 28, 2020

Re: Request to Exceed the 50 Square Foot Sign Size

The City of Oconomowoc is converting the former Sentry Food Store at 630 E. Wisconsin Avenue to a Public Safety Facility. This facility will house both the Police Department and the Lake Country Municipal Court. At the onset of the project, FGM Architects, envisioned a larger sign across the front of the building (see attached rendering). This vision was based having the Police Department very visible to the people driving on East Wisconsin Avenue. It is important for people from outside the area to locate the Police Department easily. The visibility of the location was one of the factors for the purchase of this site.

The existing building being converted to the Police Department is 26 feet high and about 215 feet wide. The setback from Wisconsin Avenue is 275 feet. We are requesting a variance to the sign size to allow this civic building to be very visible to the public.

Thank you for the consideration of this request.

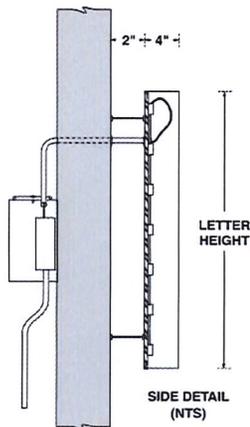
CITY OF OCONOMOWOC



HALO LIT LETTERING

Submitted For Review/Approval
 The review of this shop drawing or product data sheet releases the subcontractor or supplier from compliance of their contract requirements or from the requirements of their contract drawings and specifications. This release is for general information with the intent of providing the contractor, architect, engineer, and fabricator processes.
CAMOSY CONSTRUCTION
 Date: 1/15/2020 By: Tim DeWitt

55'-8 3/8"
 3'-0"
CITY OF OCONOMOWOC POLICE
 FONT: ARIAL NARROW



CITY OF OCONOMOWOC - REVERSE CHANNEL LETTERS
 ONE (1) SET OF HALO ILLUMINATED REVERSE CHANNEL LETTERING
 ROUTED 1/8" ALUMINUM FACES W/ MAP FINISH
 4" DEEP .063 ALUMINUM RETURNS W/ MAP PAINTED FINISH
 .188 CLEAR LEXAN BACKS
 SLOAN PRISM WHITE LED HALO ILLUMINATION (6500K)
 SIGNS STOOD OFF FASCIA 2" W/ 1/4" STUDS

ALL EXTERIOR SIGNAGE MUST BE REVIEWED BY CITY PRIOR TO APPROVAL.

Michael's Signs
 "We Project Your Image"
 PH: (262) 554-6066
 TOLL FREE: (800) 954-8110

Client: CITY OF OCONOMOWOC - NEW PUBLIC SAFETY FACILITY Address: 630 EAST WISCONSIN AVE City, State: OCONOMOWOC, WI 53066 Sales Rep: STEPHEN PROCHASKA	Date: 3-2-20 Drawing #: 1(0)	REVISION △ △ △ △ △ △ △ △	Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE <input checked="" type="checkbox"/> LED Electrical Requirements: <input type="checkbox"/> 120 <input type="checkbox"/> 277 Sign Specifications: NOTED ABOVE	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED Quantity: 1	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MAP BLACK	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client Signature: _____ Signature _____ Date _____ NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
	Sheet: 1 of 1 Scale: 3/16"=1' Designer: KD						

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.