

**City of Oconomowoc  
ARCHITECTURAL COMMISSION MEETING**

**Wednesday, September 9, 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 August 12, 2020.
3. **The Marketplace** – Consider/approve a Master Sign Plan for 130, 132 & 134 E. Wisconsin Ave.
4. **St. Paul's Lutheran Church** – Consider/approve a digital reader board at 210 E. Pleasant Street.
5. Reports and comments from the City Planning Department.
6. Reports and comments from the Architectural Commissioners.
7. Adjourn.

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  
August 12, 2020**

The Deputy Clerk called the meeting to order at 5:02 pm.

**Members Present:** Paul Schultz, Jeremy Flint and Anne Krogstad

**Members Absent:** Kent Johnson and Kurt Schrang

**Staff Present:** Jason Gallo, Kristi Weber and Chris Dehnert

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

**2. Approve the June 10, 2020 Minutes:** Motion by Flint to approve the June 10, 2020 minutes; second by Schultz. Motion carried 3-0.

**3. JP Morgan Chase – Consider/approve a replacement ATM at 138 E. Wisconsin Avenue:** Weber explained the applicant is requesting approval of an update and relocation of an existing ATM located at the rear of their building adjacent to the boardwalk and Fowler Lake. The area is highly visible and staff wanted input from the members. The applicant plans to remove the existing unit and replace it with a new ATM structure on the same island but located just outside of the overhang. Weber showed an aerial photo of the rear of the building, the proposed site layout and a picture of another ATM which the commissioners approved. The ATM structure is very simple, will be a gray tone and trimmed in blue to match the awnings on the front elevation. There will be minimal signage and lighting on the unit as the back area along the boardwalk is well lit. Weber recommended approval of the request. Members questioned why the unit was being moved. The applicant, Chris Quinn of TKO Installations explained the new ATM's are gigantic and won't fit between the columns. Members had no issue with the colors or location, said it fits with the area and gets a lot of business so being pulled away from the canopy is fine. Motion by Flint to approve the replacement ATM for JP Morgan Chase located at 138 E. Wisconsin Avenue as submitted; second by Schultz. Motion carried 3-0.

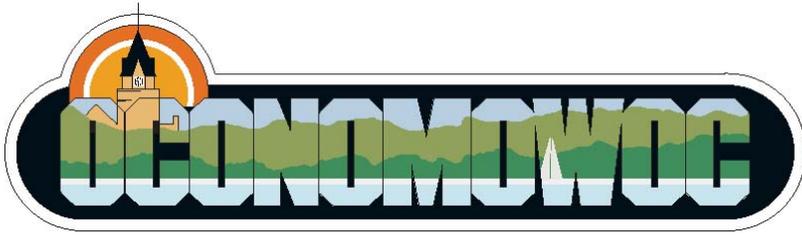
**4. Reports and comments from the City Planner:** None.

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

**6. Adjourn:** Motion by Schultz to adjourn at 5:14 pm; second by Flint. Motion carried 3-0.

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Chris Dehnert, Deputy City Clerk



## Architectural Commission Background

### September 9<sup>th</sup> 2020 : 5:00 pm at City Hall in **Council Chambers**

#### Item #3 – The Marketplace; Master Sign Plan

The applicant is requesting approval of a Master Sign Plan at 130, 132, and 134 E. Wisconsin Avenue. 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 (3) commercial tenants with access along E. Wisconsin Avenue and the Fowler Lake Parking Lot / Boardwalk Area. This property received building approval for a façade update at the June 10th 2020 Architectural Commission.

#### The Marketplace Sign

This sign was approved at the June 10<sup>th</sup> 2020 Architectural Commission meeting. This is the new name of the building, to move on from being known as 'the former May's Garden Center.' This sign will only be visible on the E. Wisconsin Avenue façade. No additional approvals are needed.

#### E. Wisconsin Avenue Elevation

All the signs are 1/8" aluminum and with standoffs, powder coated black (SW7069). Staff confirmed with the Applicant that there is a typo for the overall sign sizes. For example, Fray's sign should be 30"H x 80"W (instead of 30"W x 80"H). Planning Staff supports the (2) two tenant signs on the E. Wisconsin Avenue façade.

#### Fowler Lake Elevation

On the Fowler Lake elevation (2) two signs are also being requested above separate doorways. The Applicant shows the Location D as 32"L x 15"H, Planning Staff feels that both location should allow the same size sign (32"L x 32"H) to be placed in both Location D and E. A tenant does not have to fill the entire designated sign area but could if they wanted too. FYI, currently the Fray 'F' is shown approximately 32" in height, versus the 15" in height as noted in the text. Staff suggests the applicant update the MSP text for Location D to 32"L x 32"H.

#### Off-Premise Sign

The Applicant is also requesting a special exception for an off-premise sign on the adjacent wall of 126 E. Wisconsin Avenue; also known as the home of Children's Play Gallery. The sign would be 60" in diameter (~ 19.6 SF) and done in black paint. The Property Owner, Denise Mantz, has approved the request. Planning Staff agrees with the scale of the sign and thinks it will be a great opportunity for impromptu photographs; similar to the Crafty Cow Off-Premise Sign on the Fiesta Cancun building. Commissioners to confirm the signage request.

**Note** Other types of signage not noted in the Master Sign Plan (i.e. sandwich boards, window, temporary, construction etc.) shall be regulated under the City Sign Code §17-6.

**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.
- **Administrative Approval & Sign Permit Required:** Pending approval of the Master Sign Plan, each tenant must apply for Administrative Approval from the Planning Department, and if determined the signage complies with the approved MSP, then a sign permit may be issued from the Building Inspection Department located on the second floor of City Hall for \$50.

**Recommendation:**

**Approve the Master Sign Plan for The Marketplace, located at 130, 132 and 134 E. Wisconsin Avenue, with the following considerations:**

- **E. Wisconsin Avenue Elevation:** Update text to 30”H x 80”W for both wall signs.
- **Fowler Lake Elevation:** Update text for Location D and E to be 32”L x 32”H.
- **Off-Premise Sign:** Commissioners to confirm the signage request.

**Item #4 – St. Paul’s Lutheran Church; Digital Reader Board**

The applicant is requesting approval of a digital reader board at 210 E. Pleasant Street. Per Section §17.609(1)(i) of the City’s Municipal Code, *“All electronic and changeable copy signs shall be approved by the Architectural Commission.”*

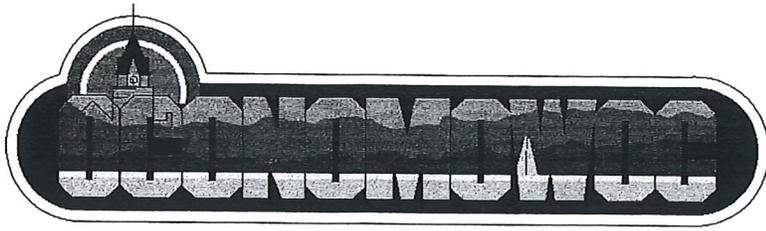
St. Paul’s is requesting to utilize their existing ground sign location and base, but exchange out their current changeable letter sign with a digital reader board.

Existing digital reader boards adjacent to residential areas in the City has caused complaints about brightness, glare, and being a distraction to drivers.

Per Section §17.609(4)(a) states *“Downtown signs shall not be internally illuminated.”* Planning Staff also has concerns about going against City Code and allowing internally illuminated digital reader boards and how that would affect Downtown businesses.

**Recommendation:**

**Deny.**



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: 130 Investments, LLC / Jason Dvorak

Applicant's Address (include city, state and zip code): 194 Lac La Belle Drive, Oconomowoc WI 53066

Applicant's telephone number: 262-227-5066

Applicant's email address: jdvorak262@gmail.com

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**Name of Establishment** requesting the sign: 130 Investments, LLC

Address of Establishment (include city, state and zip code): 132 E. Wisconsin Ave, Oconomowoc, WI 53066

Name of Establishment's primary contact: Jason Dvorak

Primary contact's telephone number: 262-227-5066

Primary contact's email address: jdvorak262@gmail.com

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**Property Owner** of establishment requesting the sign: 130 Investments, LLC / Jason Dvorak

Property Owner's Address (include city, state and zip code): 194 Lac LaBelle Drive, Oconomowoc, WI 53066

Property Owner's telephone number: 262-227-5066

Property Owner's email address: jdvorak262@gmail.com

**Zoning of Property:** Merch/Retail In the **Downtown District?** (yes/no) Yes -OR- on the **Isthmus?** (yes/no) No  
Are you creating / amending a **Master Sign Plan?** (yes/no) Yes

\*\*\*\*\*

Administrative filing fees are due at the time an application is filed with the City Clerk's Office and are not refundable. In addition to the Administrative fees, City Planning Staff time will be charged back to the applicant. The Applicant will receive monthly invoices of payments due.

As Applicant/Agent/Property Owner, I agree to pay all chargebacks and to conform to the approval given by the City Planning Department / Architectural Commission

  
Signature

8/27/20  
Date

## Kristi Weber

---

**From:** Jason Dvorak <jdvorak262@gmail.com>  
**Sent:** Wednesday, August 26, 2020 7:56 AM  
**To:** Kristi Weber  
**Subject:** Fwd: Revised\* Signage Plan  
**Attachments:** DVORAK-SIGNAGE PROPOSAL.pdf

Kristi,

Attached is the master sign plan submittal for 132 E Wisconsin Ave. "The Marketplace" sign is not for review (already approved under architectural review), but only listed here to show how all signage will work together.

- The sign(s) text will be cut from 1/8<sup>th</sup> inch aluminum and stood off ½” from an 18 gauge steel backer (where applicable - smaller sign on rear of building for "In Good Company", as example)
- All pieces will be powder coated to the colors shown with the black border painted onto the steel backer. Iron Ore (Black - SW7069)
- The whole assembly is to be installed with 3/8” standoffs to provide fastener clearance behind the signs.
- Fasteners will be powder-coated to match and will be hidden within the black border, where applicable. otherwise will be directly behind lettering.

Let me or need anything further filled out.

Jason

DVORAK  
"THE MARKETPLACE"  
132 E. WISCONSIN AVE.

FRONT OF BUILDING



LOCATION A

NEW PROPOSED SIGNAGE  
30"W X 80"H

Wood Station  
co-op

LOCATION B

NEW PROPOSED SIGNAGE  
180"L X 31"H

The  
MARKETPLACE

LOCATION C

EXISTING SIGNAGE  
30"W X 80"H  
(MOVING LOCATIONS)

FRAY

DVORAK  
"THE MARKETPLACE"  
132 E. WISCONSIN AVE.

FRONT OF BUILDING



LOCATION A

NEW PROPOSED SIGNAGE  
30"W X 80"H

Wood Station  
co-op

LOCATION B

NEW PROPOSED SIGNAGE  
180"L X 31"H

The  
MARKETPLACE

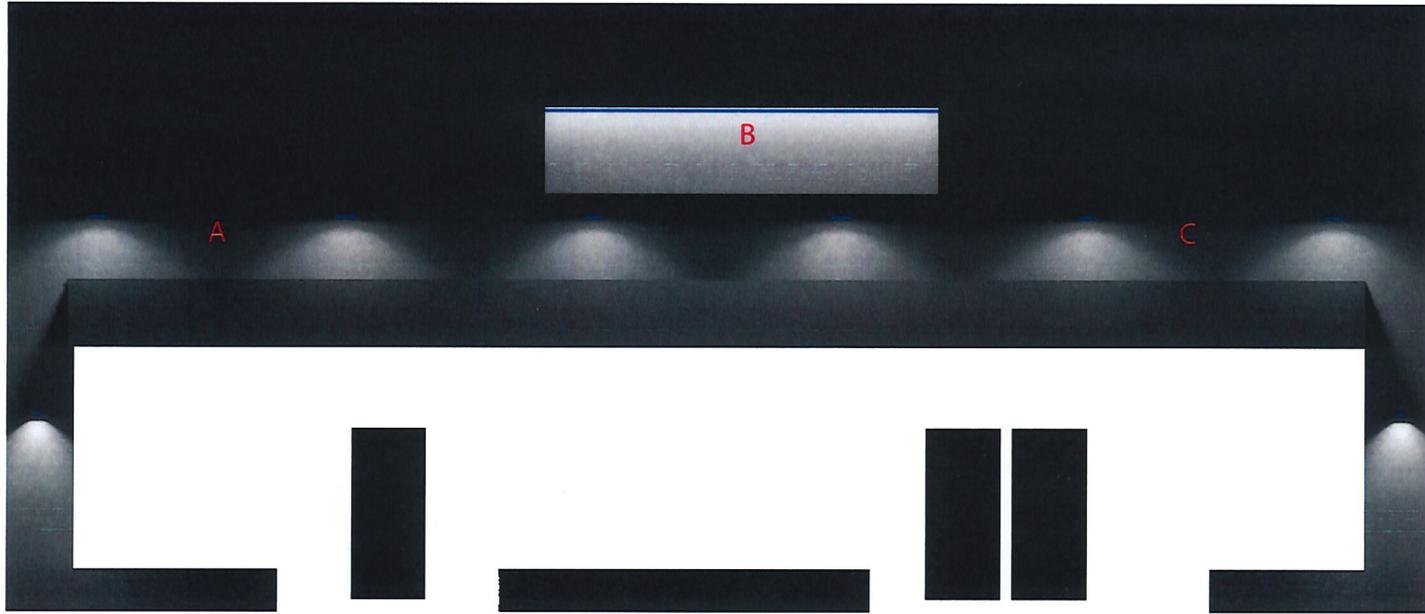
LOCATION C

EXISTING SIGNAGE  
30"W X 80"H  
(MOVING LOCATIONS)

FRAY

DVORAK  
"THE MARKETPLACE"  
132 E. WISCONSIN AVE.

FRONT OF BUILDING



LOCATION A

NEW PROPOSED SIGNAGE  
30"W X 80"H

Wood Station  
co-op

LOCATION B

NEW PROPOSED SIGNAGE  
180"L X 31"H

*The*  
MARKETPLACE

LOCATION C

EXISTING SIGNAGE  
30"W X 80"H  
(MOVING LOCATIONS)

FRAY

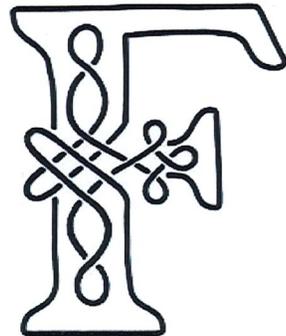
DVORAK  
"THE MARKETPLACE"  
132 E. WISCONSIN AVE.

BACK OF BUILDING



LOCATION D

NEW PROPOSED SIGNAGE  
32" L X 15" H



LOCATION E

NEW PROPOSED SIGNAGE  
32" L X 32" H



DVORAK  
"THE MARKETPLACE"  
132 E. WISCONSIN AVE.

BACK SIDE OF BUILDING



LOCATION G

LOCATION G

NEW PROPOSED SIGNAGE  
60" D  
(BLACK PAINT)



DVORAK  
"THE MARKETPLACE"  
132 E. WISCONSIN AVE.

APPROVAL FROM OWNERS  
OF THIS BUILDING "PLAYGALLERY"

new neighbors  Inbox x



 **Denise Mantz** <[dmantz@mantzautomation.com](mailto:dmantz@mantzautomation.com)>  
to me, Marilyn, Childrens ▾

Wed, Aug 19, 2:53 PM (7 days ago) ☆ ↶ ⋮

Hi Bri,

Sorry it took me so long to get back to you. It looks like a lovely logo. As long as Oconomowoc is fine with it, we are all for it.

Looking forward to seeing it done.

Denise M. Mantz  
President



T: 262.673.7560  
E: [dmantz@mantzautomation.com](mailto:dmantz@mantzautomation.com)  
W: [www.mantzautomation.com](http://www.mantzautomation.com)  
A: 1630 Innovation Way | Hartford, WI 53027

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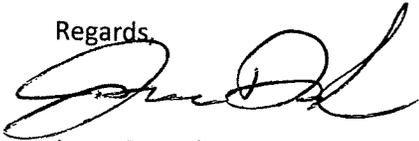
August 27, 2020

To Whom it May Concern:

Please accept this letter as my approval for the submitted/attached master sign plan for 132 E. Wisconsin Ave, The Marketplace (formerly known as the May's Garden Center).

Thank you for your consideration.

Regards,

A handwritten signature in black ink, appearing to read "Jason Dvorak", written in a cursive style.

Jason Dvorak

130 Investments, LLC

(262) 227-5066



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: Zach Wenzel - Lemberg Electric  
 Applicant's Address (include city, state and zip code): 4085 N. 128<sup>th</sup> St. Brookfield WI 53005  
 Applicant's telephone number: 262-364-0364  
 Applicant's email address: zwenzel@lemberelectric.com

**Name of Establishment** requesting the review: St. Paul's Lutheran Church  
 Address of Establishment (include city, state and zip code): 210 E. Pleasant St.  
 Name of Establishment's primary contact: Glenn Leidel  
 Primary contact's telephone number: 262-893-1518  
 Primary contact's email address: glenn.leidel@sbcglobal.net

**Property Owner** of establishment requesting the review: St. Paul's Ev Lutheran Church  
 Property Owner's Address (include city, state and zip code): 210 Pleasant St. Oconomowoc 53066  
 Property Owner's telephone number: 262-567-5001  
 Property Owner's email address: glenn.leidel@sbcglobal.net

**Desired** Start Date: 11/15/20      **Anticipated** Completion Date: 11/15/20

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

\*\*\*\*\*

Administrative filing fees are due at the time an application is filed with the City Clerk's Office and are not refundable. In addition to the Administrative fees, City Planning Staff time will be charged back to the applicant. The Applicant will receive monthly invoices of payments due.

As Applicant/Agent/Property Owner, I agree to pay all chargebacks and to conform to the approval given by the City Planning Department / Architectural Commission.

Zach Wenzel  
Signature

8/19/20  
Date



4088 North 128th Street, Brookfield, WI 53008  
 phone 262.781.1500 • fax 262.781.1540  
 www.LembergElectric.com



SERVICE



SIGNS



DATA COMM



ENERGY TECH



CONSTRUCTION

### Permission to Pursue Permits

I hereby give Lemberg Electric, and/or its affiliates, permission to apply for, and secure permits  
 for the property located at:

<u>St. Paul's Lutheran Church</u>	Name of Business
<u>210 E Pleasant St.</u>	Street Address
<u>Oconomowoc, WI 53066</u>	City, State, Zip

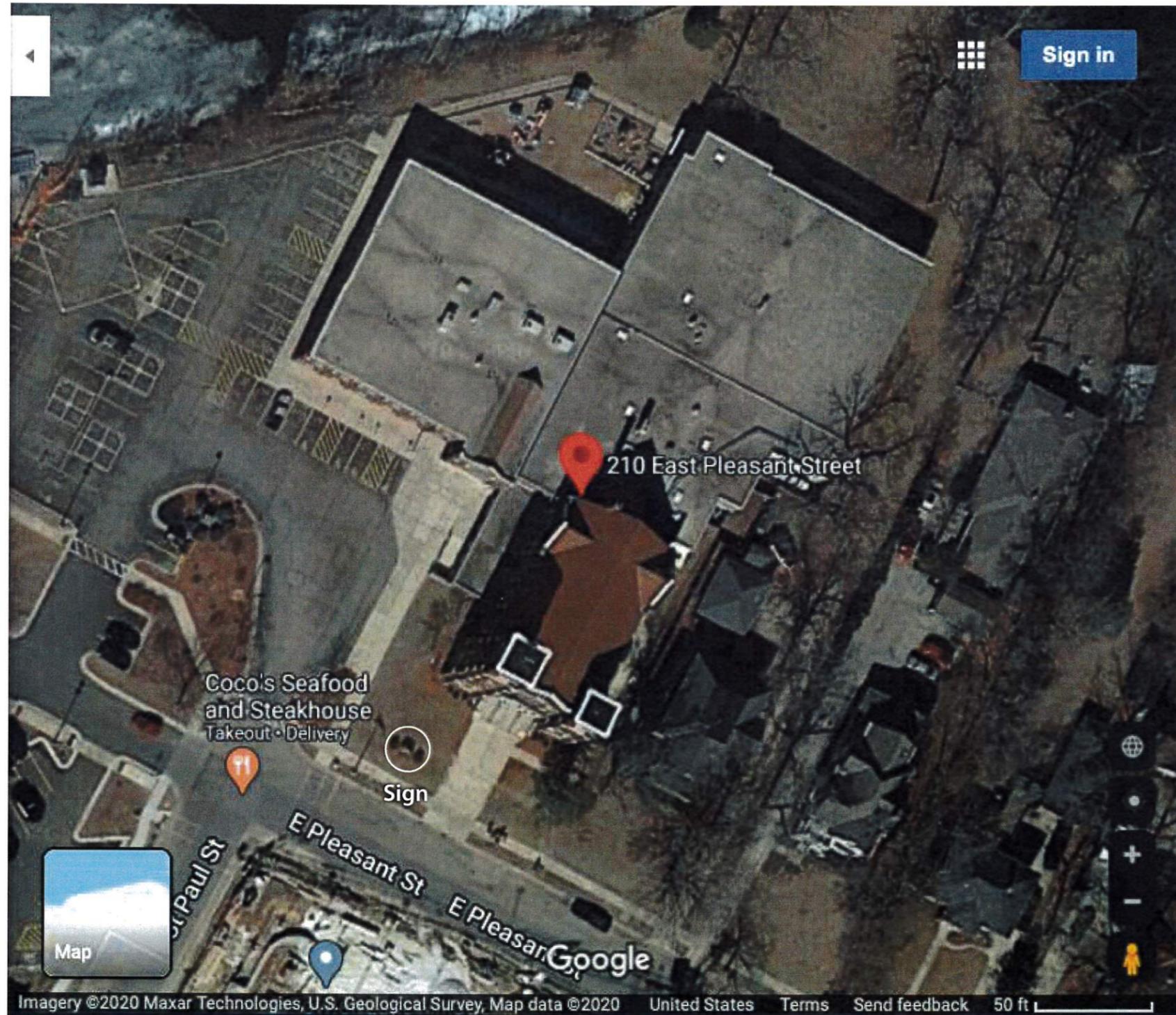
### Owner Information

<u>Glenn Leidel (owner's representative)</u>	Name of Owner
<u>210 E Pleasant St.</u>	Street Address
<u>Oconomowoc, WI 53066</u>	City, State, Zip

Signature Glenn R. Leidel

Date: 8/18/20

Print Name: GLENN R. LEIDEL



SIGNS

4085 North 128th Street  
 Brookfield, WI 53005  
 p. 262-781-1500  
 www.LembergElectric.com

Client: St. Paul's Lutheran Church

Address: 210 East Pleasant Street

City: Oconomowoc, Wisconsin 53066

Sales Representative: Brian Pritzkow

Project Manager: T.B.D.

Designer: Mark Mayzik

Scale: N/A

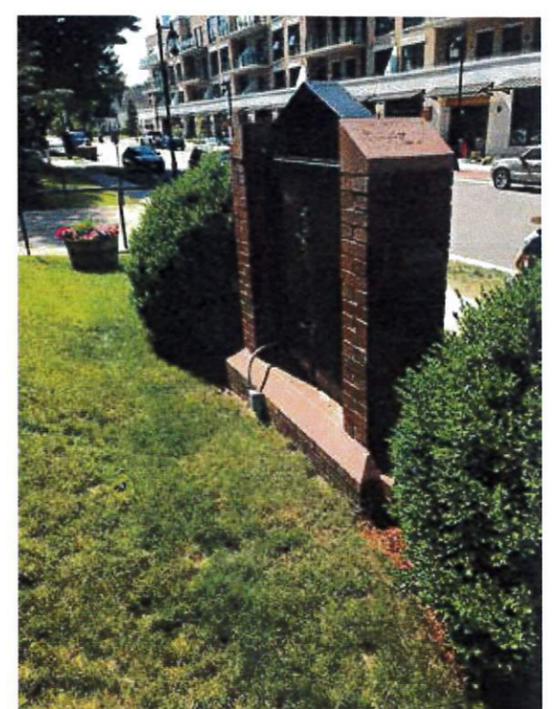
Paper Size: 11x17

Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status  
 St\_Pauls\_Oconomowoc\_SITE\_r00\_D

Date:  
 06-26-20

Overview Photos



SIGNS

4085 North 128th Street  
 Brookfield, WI 53005  
 p. 262-781-1500  
 www.LembergElectric.com

Client: St. Paul's Lutheran Church  
 Address: 210 East Pleasant Street  
 City: Oconomowoc, Wisconsin 53066

Sales Representative: Brian Pritzkow  
 Project Manager: T.B.D.  
 Designer: Mark Mayzik

Scale: N/A  
 Paper Size: 11x17  
 Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status Date:  
 St\_Pauls\_Oconomowoc\_SURVEY\_r00\_D 06-26-20

**Monument Sign & EMC Specifications**

One (1) Monument Sign Cabinet with EMC  
 Illuminated  
 Single Sided  
 Photocell for Automatic On & Off Lighting Control  
 24 Sq. Ft. Total, EMC is 6 Sq. Ft. (25% of total)

(A) Sign Cabinet:  
 17" deep +/- fabricated aluminum sign cabinet with routed 1/8" aluminum face. Internal white LED illumination (Color Temp TBD).

(B) Graphics:  
 Routed copy backed with white polycarbonate, first surface translucent digital print.

(C) Full Color Electronic Message Center:  
 10mm Watchfire, wireless communications, training included.

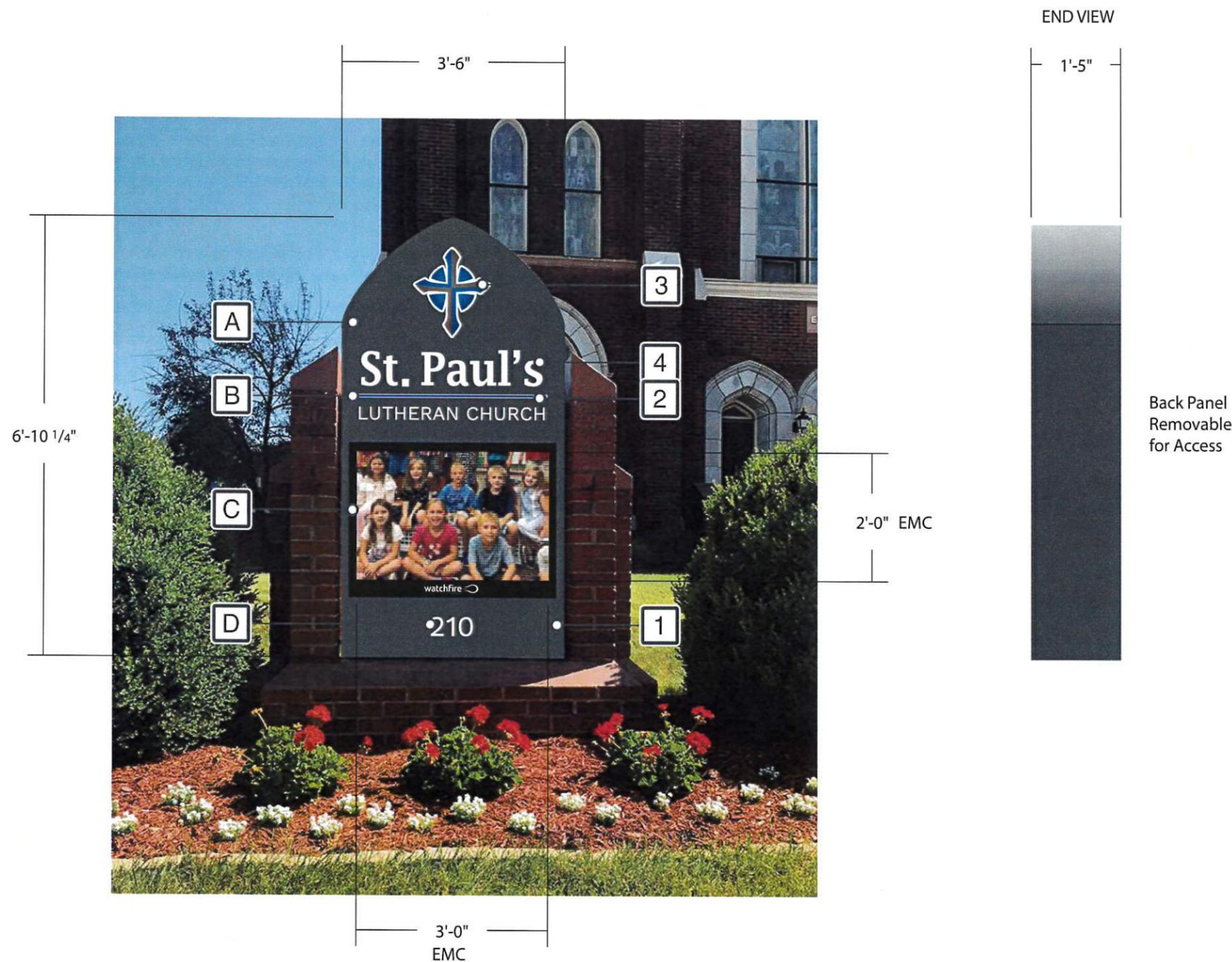
(D) Flat Cut Numerals  
 1/4" thick flat cut address numerals stud mounted flush to face.

New sign cabinet and EMC to be mounted to existing masonry base. Survey of internal structure required.

*Note: For bid purposes only, specifications to be reviewed / engineered pending survey.*

Colors:

-  (1) Dark Gray paint, T.B.D. (Color Needed)
-  (2) PMS 285C (Blue), (Approved)
-  (3) 3M translucent digital print, (Miratec)
-  (4) White paint, (Standard)



NOTE: 43" wide opening in masonry



SIGNIS

4085 North 128th Street  
 Brookfield, WI 53005  
 p. 262-781-1500  
 www.LembergElectric.com

Client: St. Paul's Lutheran Church  
 Address: 210 East Pleasant Street  
 City: Oconomowoc, Wisconsin 53066

Sales Representative: Brian Pritzkow  
 Project Manager: T.B.D.  
 Designer: Mark Mayzik

Scale: 1/2"=1'  
 Paper Size: 11x17  
 Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status Date:  
 St\_Pauls\_Oconomowoc\_CAB\_EMC\_v01\_r01\_D 07-01-20

**Monument Sign & EMC Specifications**

One (1) Monument Sign Cabinet with EMC  
 Illuminated  
 Single Sided  
 Photocell for Automatic On & Off Lighting Control  
 24 Sq. Ft. Total, EMC is 6 Sq. Ft. (25% of total)

(A) Sign Cabinet:  
 17" deep +/- fabricated aluminum sign cabinet with routed 1/8" aluminum face. Internal white LED illumination (Color Temp TBD).

(B) Graphics:  
 Routed copy backed with white polycarbonate, first surface translucent digital print.

(C) Full Color Electronic Message Center:  
 10mm Watchfire, wireless communications, training included.

(D) Flat Cut Numerals  
 1/4" thick flat cut address numerals stud mounted flush to face.

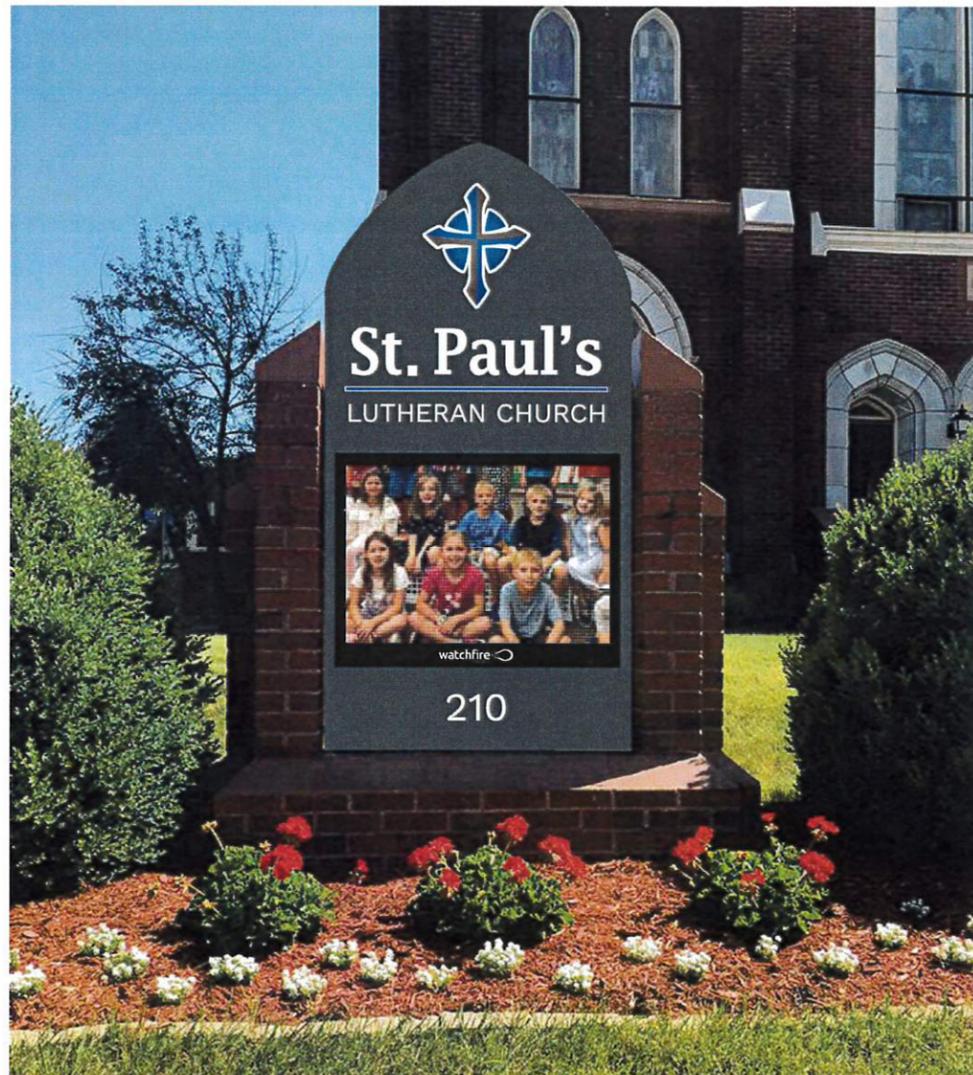
New sign cabinet and EMC to be mounted to existing masonry base. Survey of internal structure required.

*Note: For bid purposes only, specifications to be reviewed / engineered pending survey.*

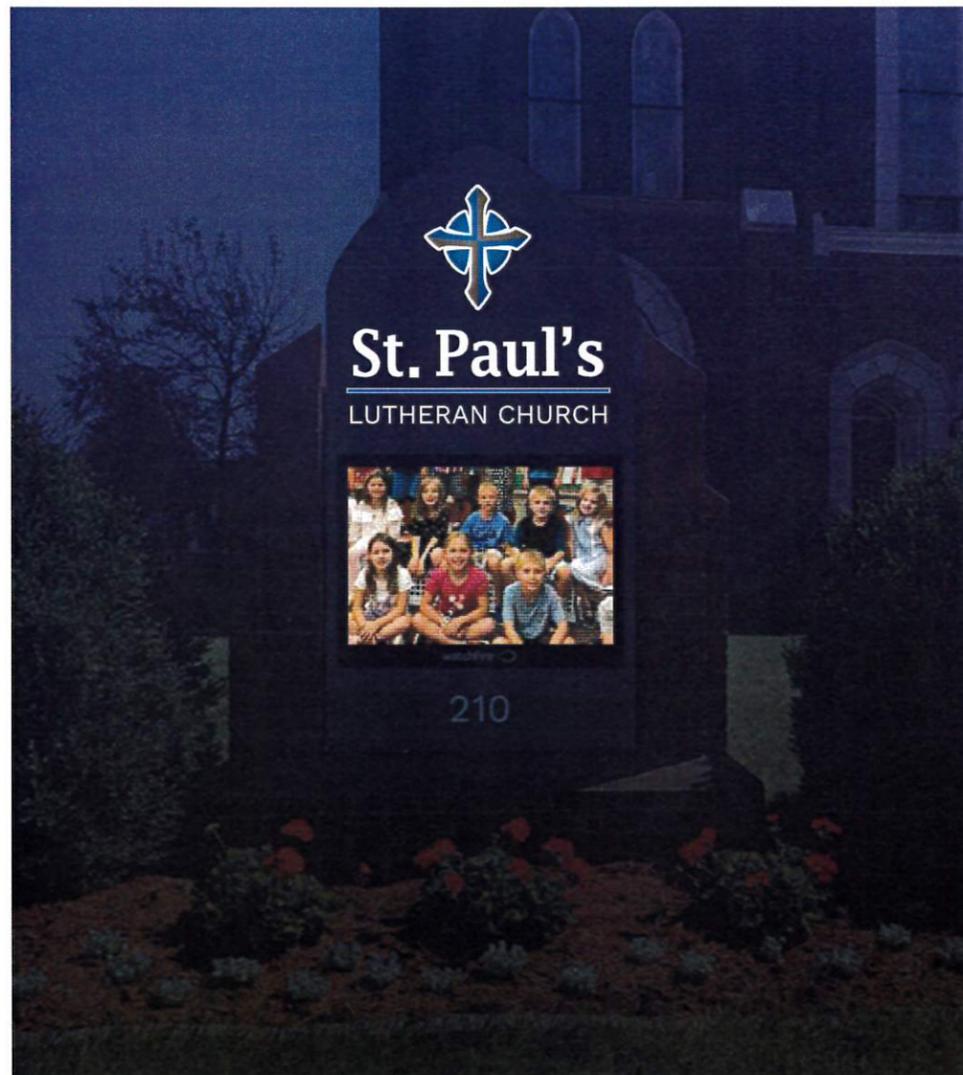
Colors:

-  (1) Dark Gray paint, T.B.D. (Color Needed)
-  (2) PMS 285C (Blue), (Approved)
-  (3) 3M translucent digital print, (Miratec)
-  (4) White paint, (Standard)

Daylight



Illuminated Effect



4085 North 128th Street  
 Brookfield, WI 53005  
 p. 262-781-1500  
 www.LembergElectric.com

Client: St. Paul's Lutheran Church

Address: 210 East Pleasant Street

City: Oconomowoc, Wisconsin 53066

Sales Representative: Brian Pritzkow

Project Manager: T.B.D.

Designer: Mark Mayzik

Scale: 1/2"=1'

Paper Size: 11x17

Signature / Date:

Client / Location or Project / Sign Classification / Version# or Sheet / Revision# / Drawing Status Date:  
 St\_Pauls\_Oconomowoc\_CAB\_EMCC\_PRN\_v01\_r01\_D 07-01-20