

**City of Oconomowoc
ARCHITECTURAL COMMISSION MEETING**

Wednesday, October 14, 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 September 9, 2020.
3. **216 N. Lake Road** – Consider/approve an accessory structure at 216 N. Lake Road.
4. **Tower Ridge Condominiums** – Consider/approve a special exception for an off-premise sign for 265 Thurow Drive at the NW corner of N. Lapham Street and E. Wisconsin Avenue.
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
September 9, 2020**

Chairman Johnson called the meeting to order at 5:00 pm.

Members Present: Kurt Schrang (5:01 pm), Kent Johnson, Jeremy Flint, Anne Krogstad and Paul Schultz

Staff Present: Jason Gallo, Kristi Weber and Chris Dehnert

2. Approve the August 12, 2020 Minutes: Motion by Flint to approve the August 12, 2020 minutes; second by Schultz. Motion carried 4-0.

3. The Marketplace – Consider/approve a Master Sign Plan for 130, 132 & 134 E. Wisconsin Avenue:

Weber explained members previously approved an update to this building's façade in June, and this request is for approval of a master sign plan as the building will contain multiple tenants. The main building sign was also approved in June. Weber clarified the 2 proposed wall signs on the E. Wisconsin Avenue façade will be 30" H x 80" W black aluminum and lit by a gooseneck light. There will also be 2 wall signs on the rear elevation to be located above each doorway. Sign E is proposed to be 32" x 32" while sign D is shown as 32" x 15". Staff suggested that both signs on this elevation be 32" x 32". The applicant is also requesting an off-premises sign to be located on the west wall of the Children's Gallery. The property owner of this location has agreed to the sign as long as the building owner of the Marketplace takes care of it. Weber noted any additional signage by the applicant, which he wants to be very simple, will be regulated under the City's sign code. The owner/applicant, Jason Dvorak, said he is very pleased with how everything has turned out on the front and rear elevations of the building. Members noted approval of off-premises signs can be tricky; it's an issue if the off-premises sign is on a front elevation but this sign is acceptable because it will be located in an alley; and the off-premises sign improves the aesthetic view of the façade it will be on. Members also suggested the area should be visible to these businesses if this is the only signage they will have. Dvorak noted he is planning sconce lighting on either side of the signage which will illuminate it but not shine directly on it. He added these businesses arrange private meetings with their clients so there should be limited foot traffic at night. Motion by Krogstad to approve the Master Sign Plan for the Marketplace at 130, 132 & 134 E. Wisconsin Avenue with the recommendations of Planning staff for updating text as presented; the elevation on the lake side may be unlit; and approve the off-premises sign as presented; second by Flint. Motion carried 5-0.

4. St. Paul's Lutheran Church– Consider/approve a Digital Reader Board at 210 E. Pleasant Street:

Weber explained this request is for a digital reader board to be placed in an existing monument sign located a block off the downtown. The sign currently has changeable copy, is internally lit and faces Wisconsin Avenue. Staff reviewed the request and agreed the proposed sign looks good but the issue is with the proximity of the reader board to the downtown. The City's sign code states that signs in the downtown are not to be internally lit. They agreed, however, there is a reader board in the downtown that reflects time/temperature which was approved. Staff recommends denial of the request based on the location of the proposed reader board. Weber noted staff has received multiple complaints on other church reader boards which are located across from a residential neighborhood due to their brightness. Gallo said they have concerns with the precedence this request for a reader board in the downtown could set. He explained the types of complaints they have received, and how they have worked with owners to reduce the brightness of their reader boards. Pat Borgman and Glenn Leidel spoke on behalf of St. Paul's Lutheran Church, noting the history and their goal to update the sign and bring it up to date in order to provide information to the congregation and other members of the community. They agreed to work with the City on any issues that may arise; reduce light levels if necessary; or set hours when it would be allowed to be illuminated. They noted the current sign is illuminated with 2 light bulbs; there are other internally illuminated signs on Wisconsin Avenue; and there have been no safety issues at the intersection of St. Paul and Pleasant Streets. The reader board will be 2' x 3' and they feel most other reader boards are much larger and gawdy. They desire

something small and unobtrusive to get information out to their congregation on weekend and evening activities. Zach Wenger of Lemberg Electric explained the proposed reader board unit is a very smart system; has an automatic eye to know when to dim down or can be turned down manually; the sign will shut off if it malfunctions; light from the reader board will not shine off to the sides; and the reader board cannot livestream events. Members comments included: don't believe a reader board at this location is a problem because it will be located off Wisconsin Avenue, is not directly adjacent to single-family housing, is located next to a high rise with businesses on the first floor and it can be controlled manually; questioned if it is the Church's intent to show videos on the reader board; they have a problem with showing videos or photos on the reader board; concerned with propaganda on the reader board; likes showing photos on the reader board; and likes the sign but content on a reader board is always the issue. Leidel suggested the members could approve the reader board and provide that no pictures are to be displayed on it. He added if the church wanted to show pictures on the reader board at some point in the future, then maybe it could be allowed as a trial. Leidel concluded the church is willing to have the reader board illuminated from 6 am to 10 pm and do whatever else the Architectural members want. Gallo read Section 17.609(4)(a) of the City Zoning Code regarding approval of signs by the Architectural members. He noted each illuminated sign that has been approved in the downtown has history as to why it was approved, and then each request that comes after is addressed case by case though the sign code does not permit illuminated signs in the downtown at all. Motion by Krogstad to approve a digital reader board for St. Paul's Lutheran Church at 210 E. Pleasant Street subject to the following restrictions: no fixed imagery but should only be letters; the digital reader board may only be illuminated from 6 am to 10 pm; the light level of the sign is to be approved by City staff after installation; and any changes to the reader board are to be approved by City staff; second by Schrang. Motion carried 5-0.

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

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

7. Adjourn: Motion by Schrang to adjourn at 5:53 pm; second by Schultz. Motion carried 5-0.

Chris Dehnert, Deputy City Clerk



Architectural Commission Background

October 14th 2020 : 5:00 pm at City Hall in **Council Chambers**

Item #3 – 216 N. Lake Road; Accessory Structure / Detached Garage

The applicant is requesting approval of an accessory structure / detached garage at 216 N. Lake Road. Per Section §17.204(5) of the City's Municipal Code, *"all proposed accessory buildings located within the IRM and IRS zoning shall be reviewed and approved by the Architectural Commission."*

The applicant is proposing an accessory structure / detached garage on an existing concrete and gravel area approximately 45' from the ordinary high water mark. This application complies with zoning ordinances and will not require special exceptions and/or additional review by the Plan Commission; only building design review by the Architectural Commission.

Building Colors

The application does not identify the material colors. A rendering was provided and identifies black garage doors, yellow composite siding with gray standing seam metal roof. After completing a site visit, Planning Staff suggests that the colors be changed to match the principal structure; cream siding, white garage doors, trim, fascia, soffit, shutters, and planter boxes. Applicant to provide building material and color samples for review and approval at the Architectural Commission meeting.

Roof

Initially, due to the location on the Isthmus, Planning Staff was not in support of the type of proposed roof (flat rubber membrane) and the selected material (standing seam metal roof). After completing a site visit, Planning Staff understands why this type of flat roof was utilized – to not impede on the lake view from the principal structure first floor deck. However, the primary structure has tan dimensional singles, not a standing seam metal roof. The adjacent neighbor to the north has a dark-colored metal roof. Based on the design of the roof and the limited amount of visible metal, Planning Staff would support a standing seam roof however, it is recommended the color be changed to light tan to match the principal structure.

Recommendation:

Approve the accessory structure for 216 N. Lake Road, with the following considerations:

- **Building Colors:** Colors to match principal structure: cream composite siding, white garage doors, trim, fascia, soffit, shutters, and planter boxes.
- **Roof:** Color to match principal structure: light tan standing seam roof

Item #4 – Tower Ridge Condominiums; Off-Premise Sign

The applicant is requesting approval of a special exception for an off-premise sign advertising Tower Ridge Condominiums at 265 Thurow Drive. The sign would be located at the NW corner of N. Lapham Street and E. Wisconsin Avenue. Per Section §17.604(3)(c) of the City's Municipal Code, *"No sign shall identify or direct attention to a business, activity, or enterprise that is not located on the same premises as the sign. Off-premises signs, except official signs, are prohibited in the City of Oconomowoc."*

Location

The Applicant is requesting a sign to be placed off-premise on City property, due to online mapping / direction programs sending contractors / future unit owners the wrong way. The Owner explained people are instructed to use an access drive next to the hardware store. The Commissioners to determine if the sign is warranted on City property.

Duration

The Applicant is requesting the sign to be installed through the end of next year (December 31st 2021) or when sales are finished, whatever date comes first. The Architectural Commission has reviewed requests for temporary signs that exceed the code (Section §17.603(1)(c)) allowance of 30 days in the past (example Aldi's for their remodel and grand opening in February 2018; motion allowed sign through construction and 30 days after grand opening). Commissions to determine if the duration of time is warranted.

Type of Sign

The Applicant noted that this request is based on an issue with google providing the wrong directions to the development. However based on the text it is unclear if this sign is meant only as a directional or a billboard for real estate sales. Since the sign is being requested on City property, Staff suggests that based on the rationale submittal that only a directional sign is necessary. In order to accomplish this, Staff suggests just the name of the development (Tower Ridge Condominiums), address (265 Thurow Drive) and arrow is warranted. Beacuse this request is a special exception for off-premise and being placed on City land, Staff feels reviewing the amount of content is appropriate.

Square Footage

The sign is 32' SF (sign is 4'x8', posts are 4' high, total height is 8'). Per Section §17.603(1)(c) of the City's Municipal Code, the maximum square footage allowed for a temporary sign is 24 SF. Staff asked the Applicant to place a mock same size sign in the same location. Commissioners to determine if the size of the sign is warranted.

Installation & Removal

The Applicant has shared that no concrete will be used to anchor the sign; however, they do expect to place the posts into the ground. Applicant to provide additional details on the sign installation. When the sign is removed, the applicant to put the site location back to the pre-existing condition.

Additional Logistics:

- **Sign Permit Required:** Pending approval of the sign, then a sign permit may be issued from the Building Inspection Department located on the second floor of City Hall for \$50.
- **Diggers Hotline Required:** the Applicant is responsible for calling Diggers Hotline prior to sign installation.

Recommendation:

Approve the special exception for an off-premise sign for Tower Ridge Condominiums at the NW corner of N. Lapham Street and E. Wisconsin Avenue, with the following considerations:

- **Location:** The Commissioners to determine if the sign is warranted on City property.
- **Duration:** Commissions to determine if the duration of time is warranted.
- **Type of Sign:** Sign to have name of the development (Tower Ridge Condominiums), address (265 Thurow Drive) and arrow.
- **Square Footage:** Commissioners to determine if the size of the sign is warranted.
- **Installation & Removal:** When the sign is removed, the applicant to put the site location back in pre-existing condition.



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: Daniel Napczek
 Applicant's Address (include city, state and zip code): W348 N6073 California Ave. Oconomowoc WI 53066
 Applicant's telephone number: Cell 262-490-7017
 Applicant's email address: nelle@wi,rr.com

Name of Establishment requesting the review: Napczek Construction
 Address of Establishment (include city, state and zip code): Oconomowoc WI 53066
 Name of Establishment's primary contact: Dan Napczek
 Primary contact's telephone number: Cell-262-490-7017
 Primary contact's email address: nelle@wi,rr.com

Property Owner of establishment requesting the review: Larry & Kelly Rakowski
 Property Owner's Address (include city, state and zip code): 216 Lake Rd Oconomowoc WI 53066
 Property Owner's telephone number: 610-888-6990
 Property Owner's email address: UOPALUMS@MSN.COM

Desired Start Date: 10-20-20 **Anticipated** Completion Date: 3-1-21

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

Date

9-28-20

Dan Napgezek
W348 N6079 California Ave
Oconomowoc, WI 53066

Phone 262-490-7017
Fax 262-567-4642
E-mail ncllc@wi.rr.com

Napgezek Construction, LLC

Date: 9/30/20

To: The Oconomowoc Architectural Board

Re: Proposed three car garage at 216 Lake Rd. Oconomowoc.

Napgezek construction prepossesses to build a detached garage (20' x 28') For Larry and Kelly Rakowski at 216 Llake Rd.

The garage was designed by Sun Arc Studio and will consist of three car stalls with two overhead doors with one half overhead door to overlook the lake as well as entertaining guests. The exterior was designed to complement the existing home using composite siding and composite shake shingles all butting up to 6" and 3" corner boards and casings. The roof on the north and west elevation will be a standing seam metal roof.

Thank you for your time and consideration on this project.

Dan Napgezek

September 29, 2020

To the members of the Architectural Commission of the City of Oconomowoc:

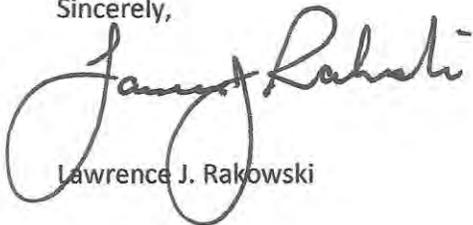
Regrettably, we will be out of town on October 14th, and unable to attend the next commission meeting. Dan Napezak, our building contractor and project manager, will represent us and present our application for the construction of a detached garage behind our home. Currently we park our vehicles, uncovered, on the exposed pad in the same location.

Upon review of our plans, we hope you will agree the building will reflect the same character and design as our residence, and will in no way compromise the integrity of the architectural style on the isthmus.

Further, a garage will add significantly to our quality of life given our very challenging weather here in Wisconsin.

Thank you for your time and consideration of our application.

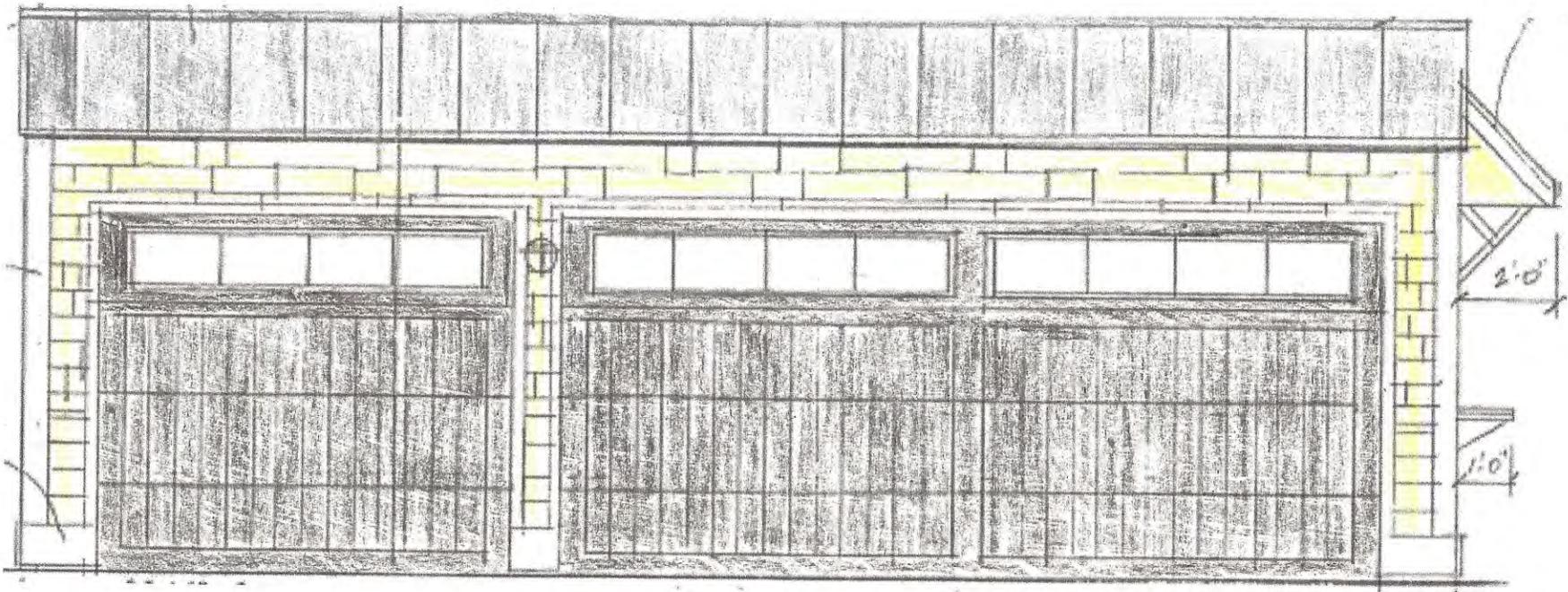
Sincerely,



Lawrence J. Rakowski



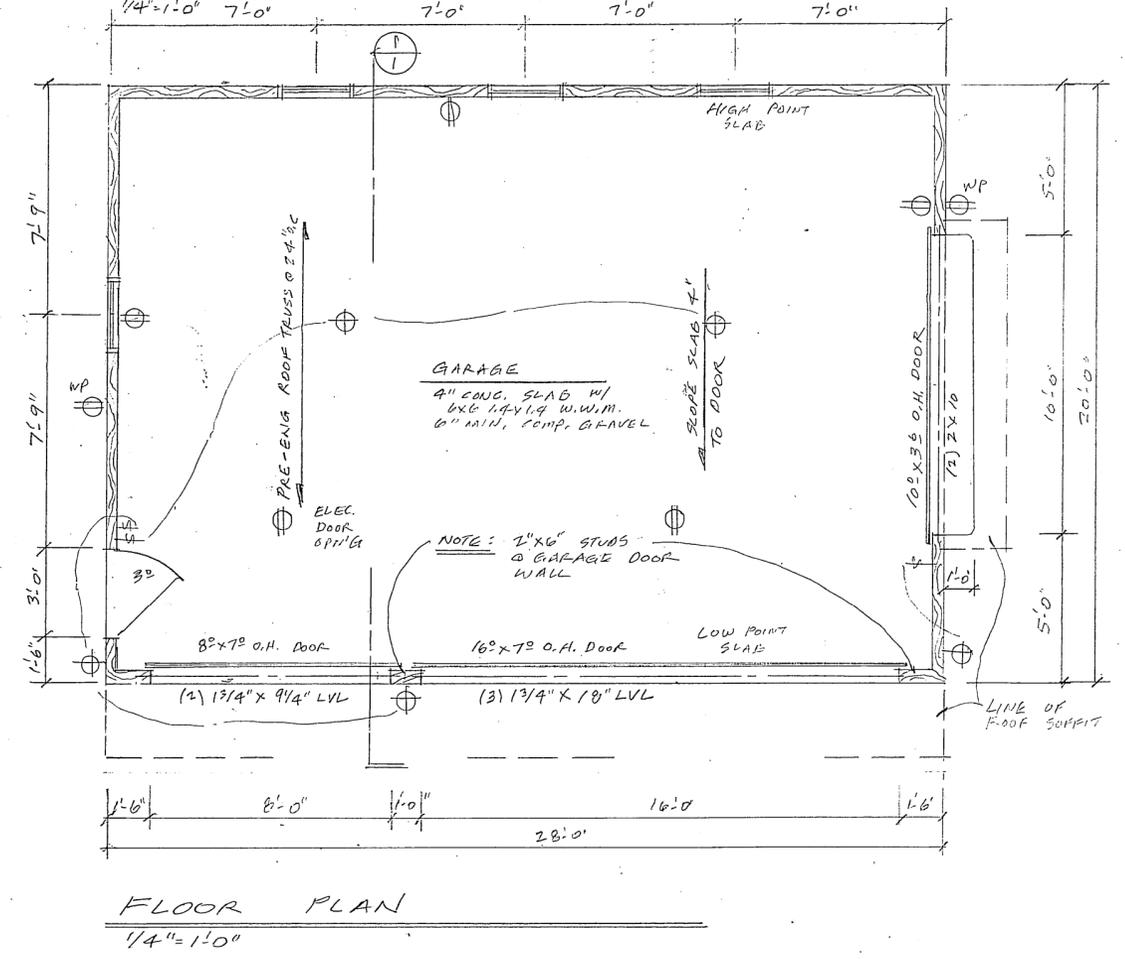
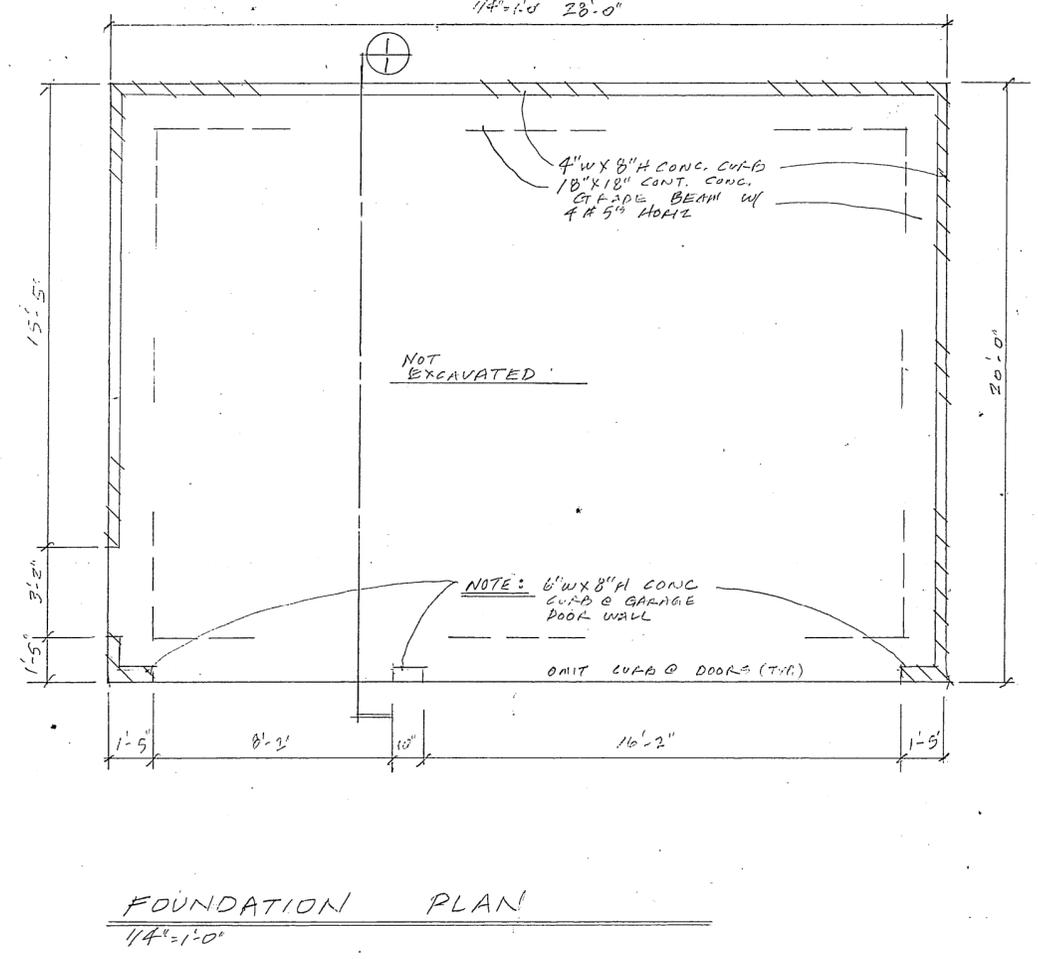
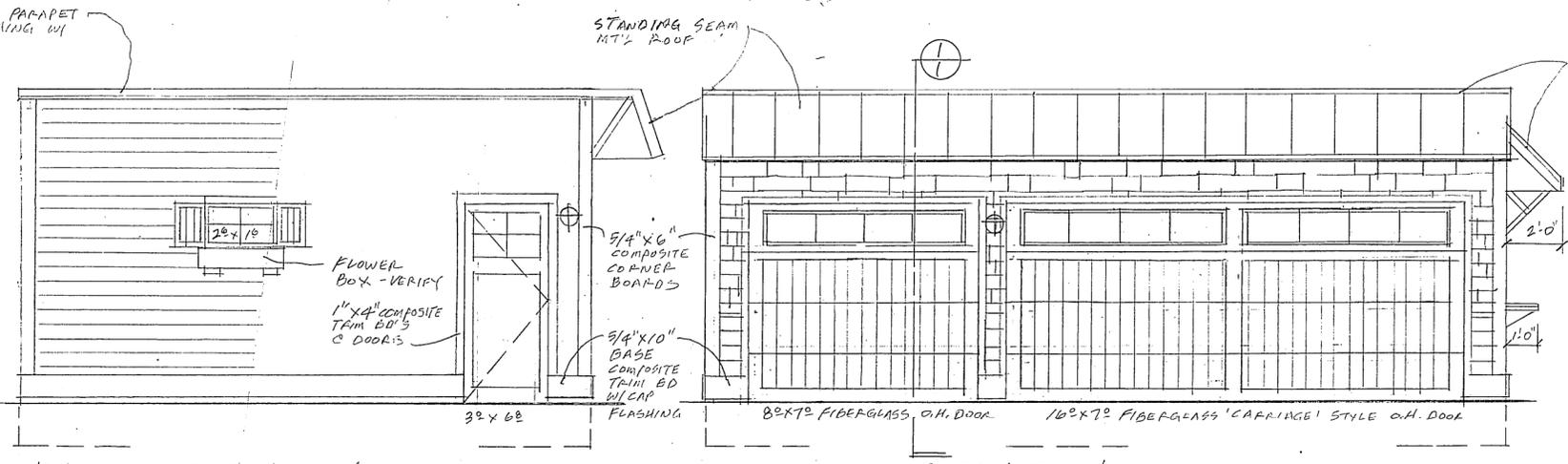
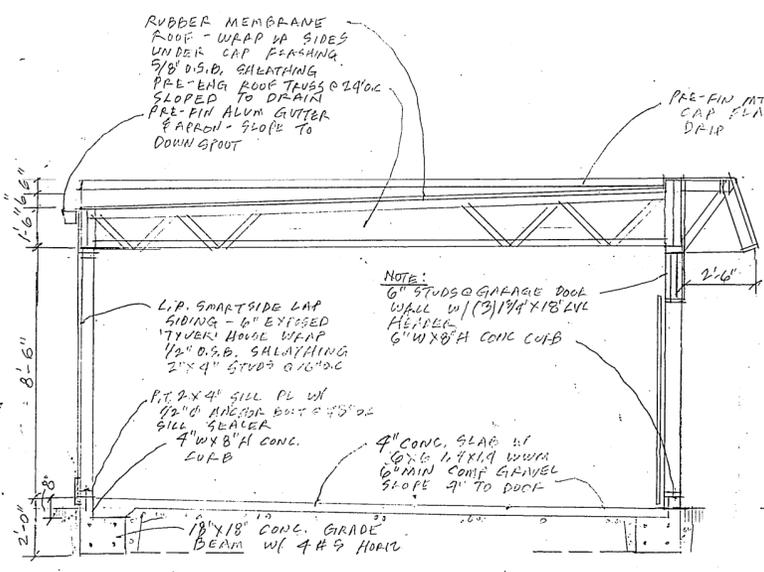
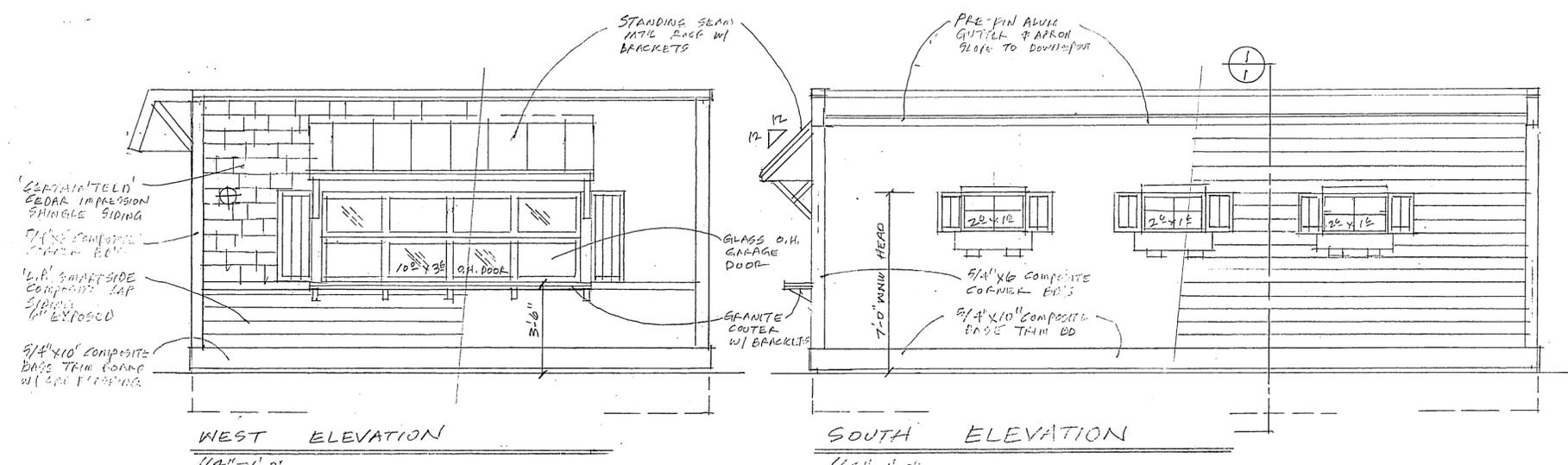
Kelly E. Rakowski





ARCHITECTURE
ART/DESIGN
PAUL R. SCHULTZ

133A E. Wisconsin Ave.
Oconomowoc, WI 53066
262-567-5755



DETACHED GARAGE: RAKOWSK RESIDENCE
210 N. LAKE ROAD
OCONOMOWOC, WISCONSIN

9-23-2020

PRS

SHEET

1 OF 1

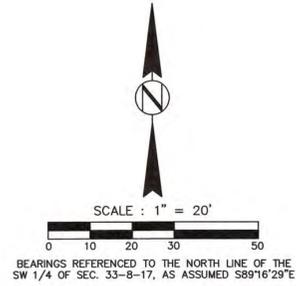
PLAT OF SURVEY

PART OF LOTS 71 AND 72 OF THE ORIGINAL PLAT OF OCONOMOWOC, LOCATED IN THE SW 1/4 OF SECTION 33, T.8N., R.17E., CITY OF OCONOMOWOC, WAUKESHA COUNTY, WI.

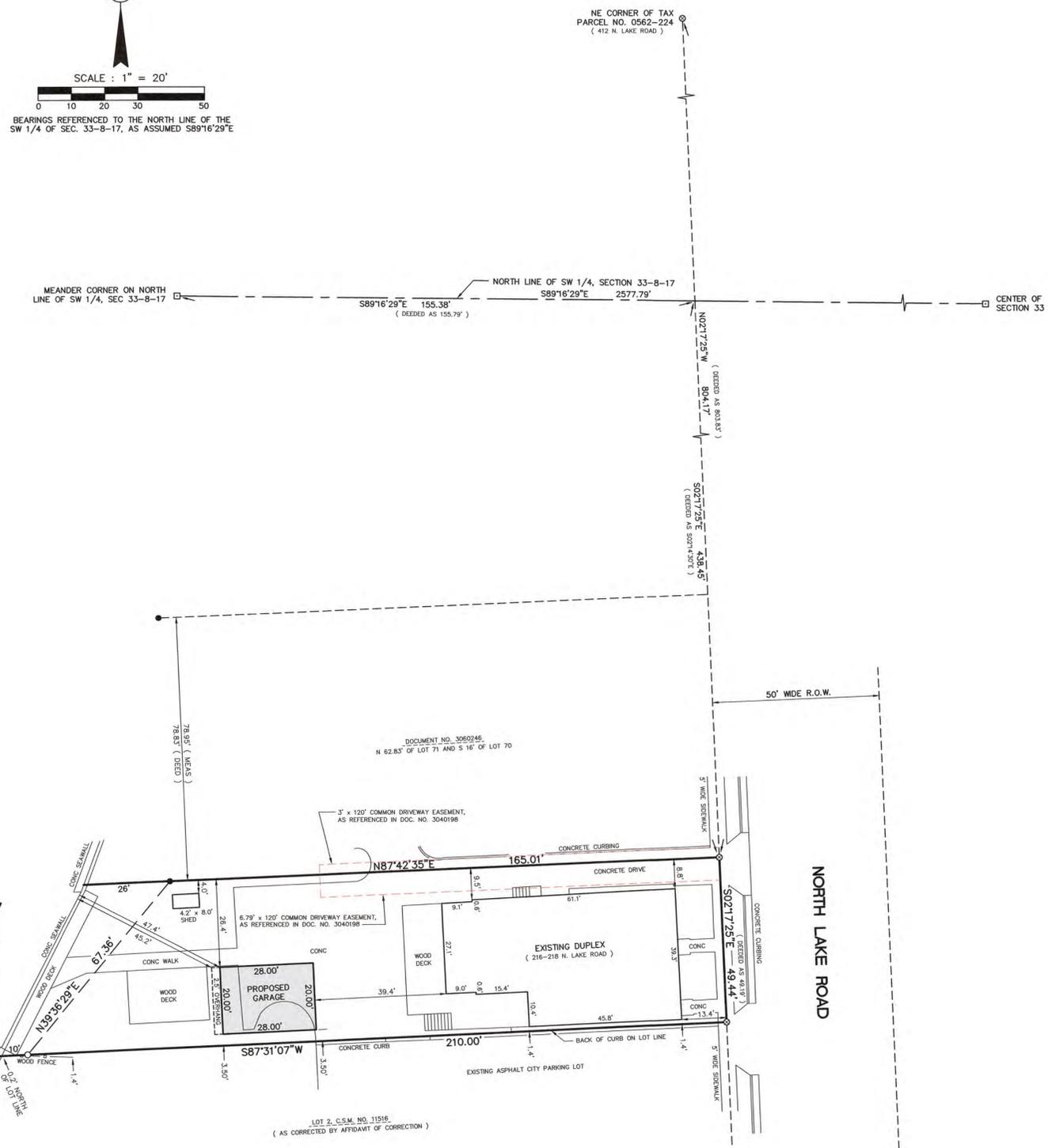
SURVEYOR
 MARK A. POWERS, PLS 1701
 LAKE COUNTRY ENGINEERING, INC.
 970 S. SILVER LAKE ST., SUITE 105
 OCONOMOWOC, WI. 53066
 (262)569-9331

SURVEY FOR
 DAN NAPGEZEK
 W348 N6079 CALIFORNIA AVE
 OCONOMOWOC, WI. 53066
 PROPERTY AT
 216 NORTH LAKE ROAD

LEGEND
 □ - CONC MON W/ BRASS CAP FOUND
 ● - 1.25" DIA. IRON PIPE FOUND
 ⊗ - CUT CROSS FOUND IN CONCRETE
 ○ - 3/4" DIA SOLID IRON REBAR FOUND



BEARINGS REFERENCED TO THE NORTH LINE OF THE SW 1/4 OF SEC. 33-8-17, AS ASSUMED S89°16'29"E



NOTE : TOTAL LAND AREA = 10,203 SQ. FT. TO ORDINARY HIGH WATER LINE OF LAC LABELLE
 NOTE : THIS WAS A MAY, 2019 PROPERTY SURVEY WHICH WAS MODIFIED TO SHOW THE PROPOSED GARAGE LOCATION. NO UPDATED FIELD WORK WAS DONE AS OF SEPTEMBER 29, 2020

LEGAL DESCRIPTION OF LANDS

Parcel 1
 The North 41 feet 6 inches in width of Lot Seventy-two (72) and the South 3 feet 2 inches in width of Lot Seventy-one (71) of the Village, now City of Oconomowoc, being a part of the West One-half (1/2) of Section Thirty-three (33), in Township Eight (8) North, Range Seventeen (17) East, in the City of Oconomowoc, Waukesha County, Wisconsin.

Parcel 2
 Being a part of Lot Seventy-two (72) of the Original Plat of the Village (now City) of Oconomowoc, located in the NW 1/4 of the SW 1/4 of Section 33, T8N, R17E, City of Oconomowoc, Waukesha County, Wisconsin, more fully described as follows:
 Commencing at a meander corner monument on the North line of said SW 1/4, said monument lying S89°16'29"E, 97.73 feet from the West 1/4 Corner of said Section 33; thence S89°16'29"E, along said North line, 155.79 feet to the westerly right-of-way line of North Lake Road; thence S02°14'30"E, along said westerly line, 441.85 feet to the NE corner of said Lot 72; thence S02°14'30"E, continuing along said westerly line, 41.50 feet to the SE corner of lands recorded in Document No. 3250684 and the point of beginning of the hereinafter described lands; thence S87°45'30"W, along the southerly line of said document, 206.59 feet to a meander point, said point lying N87°45'30"E, 9 feet more or less from the shoreline of Lac LaBelle; thence along a meander line S30°00'00"W, 6.38 feet to the terminus of said meander line, said point lying N87°31'17"E, 9 feet more or less from the shoreline of Lac LaBelle; thence N87°31'07"E, along the northern edge of an existing concrete curb line, and as extended, 210.00 feet to a point on the westerly right-of-way line of North Lake Road; thence N02°14'30"W, 4.52 feet to the place of beginning.

Parcel 3
 Together with an easement for a common driveway over the South 3.00 feet of the East 120.00 feet of the North 62.83 feet of Lot Seventy-one (71) of the Original Plat of the City of Oconomowoc, located in the Southwest One-quarter (1/4) of Section Thirty-three (33), in Township Eight (8) North, Range Seventeen (17) East, in the City of Oconomowoc, Waukesha County, Wisconsin.



SURVEYOR'S CERTIFICATE:
 I HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND THAT 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, ROADWAYS, AND VISIBLE ENCROACHMENTS, IF ANY.
 THIS SURVEY IS MADE FOR THE 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.

| LAKE COUNTRY ENGINEERING, INC. 970 S. SILVER LAKE STREET, SUITE 105 OCONOMOWOC, WI. 53066 | |
|---|---------------------|
| PHONE : (262)569-9331 | FAX : (262)569-9316 |
| REVISION DATE | COMMENTS |
| | |
| | |

| PLAT OF SURVEY | |
|---|------------------------|
| FOR : DAN NAPGEZEK AT : 216 N. LAKE ROAD IN : SW 1/4 OF SECTION 33-8-17 | |
| SCALE : 1" = 20' | PROJECT NO. : 20-3380 |
| DRAFTED BY : M.A.P. | DATE : SEPTEMBER, 2020 |
| CHECKED BY : M.A.P. | SHEET NUMBER : 1 OF 1 |



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: David Hoffmann/ Tower Ridge Condominiums
 Applicant's Address (include city, state and zip code): PO Box 1180552, Delafield, WI 53018
 Applicant's telephone number: 262-391-7475
 Applicant's email address: dphoff123@gmail.com

Name of Establishment requesting the sign: Tower Ridge Condominiums
 Address of Establishment (include city, state and zip code): 265 Thurow Drive, Oconomowoc, WI 53066
 Name of Establishment's primary contact: same
 Primary contact's telephone number: same
 Primary contact's email address: same

Property Owner of establishment requesting the sign: Same
 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: High Density In the **Downtown District?** (yes/no) no **-OR-** on the **Isthmus?** (yes/no) no
 Are you creating / amending a **Master Sign Plan?** (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.


Signature

10-4-20
Date

October 1, 2020

RE: Architectural Review for
Directional Sign

Jason Gallo, City Planner
Kristi Weber, Planner
City of Oconomowoc
174 East Wisconsin Avenue
Oconomowoc, Wisconsin 53066

Dear Jason;

Tower Ridge Condominiums is a three story 27-unit project with underground parking and is located at 265 Thurow Drive. Marketing and sales began in early August of this year. We are requesting a directional sign be placed on City property located on the northwest corner of Wisconsin Avenue and Lapham Street for the purposes of advertising and directing traffic using the correct roads. Confusion is created by prospective buyers using google maps and other directional apps which take traffic up the water tower service road (behind Lorlebergs hardware store). I have put in a correction request to google to no avail. One google rep has suggested that the more the correct road is used the algorithms will begin to change. The problem we are having is every time a car drives up the wrong road it works against us. We are requesting to leave the sign up until the end of 2021.

Regards,



David Hoffmann
Tower Ridge Apartments, LLC

CUSTOMER INFO:

COMPANY NAME/CONTACT:

ADDRESS:

PHONE#:

SIGNARAMA-PEWAUKEE REQUIRES THAT YOU REVIEW THE ATTACHED PROOF AND ADVISE WHETHER PROOF IS APPROVED FOR PRODUCTION. AN EMAIL REPLY IS REQUIRED TO START PRODUCTION.

**PLEASE CHECK ALL SPELLING, PUNCTUATION, FONTS, CAPITALIZATION
PHONE NUMBER, WEBSITE, COLOR & SIZE REQUIREMENTS.**

new



Tower Ridge Condominiums

**2 Bedroom/2 Bathroom Condos
262-391-7475**

265 Thurow Drive, Oconomowoc, WI

96" x 48"

THIS RENDERING IS INTENDED AS A SAMPLE ONLY. COLOR, TEXTURE, MEASUREMENTS, AND ACTUAL APPEARANCE MAY VARY SLIGHTLY FROM COMPLETED WORK AND IS CONSIDERED NORMAL & USUAL. © COPYRIGHT 2014 Signarama Inc.

Please check layout (artwork, spelling, dimensions) and return with signature. Production cannot begin until written approval is received. Additional charges will be applied for any changes that are needed after approval is received. Signarama is not responsible for any errors in spelling, layout, or dimensions that have been approved by the customer. This proof is for listed items only. Any changes or deletions by the customer not shown or charged herein will be billed separately.



**W237 N2889 Woodgate Rd, Unit B
Pewaukee, WI 53072
P: 262-691-9994 | F: 262-691-9995**

I HAVE REVIEWED THE ABOVE SPECIFICATIONS & HEREBY FULLY UNDERSTAND THE CONTENT OF WORK TO BE PERFORMED & APPROVE THIS PROJECT TO BEGIN:

CUSTOMER APPROVAL SIGNATURE: _____

PRINT: _____ DATE: _____

**25% DEPOSIT DUE AT TIME OF ORDER (full amount if under \$100), balance due upon time of completion.
I HAVE READ AND AGREE TO ALL TERMS. INITIAL**

THIS ORIGINAL DESIGN AND ALL INFORMATION CONTAINED THEREIN IS THE PROPERTY OF SIGNARAMA-PEWAUKEE AND ITS LICENSEE(S).

Kristi Weber

From: David Hoffmann <dphoff123@gmail.com>
Sent: Tuesday, October 06, 2020 12:45 PM
To: Kristi Weber
Subject: Re: Tower Ridge Condo Sign - 10/5 AC Submittal.
Attachments: 20201006_090444.jpg; 20201006_090522.jpg; 20201006_090458.jpg

Email #1.

Pictures Attached.

The sign would be 4 feet off the ground using heavy duty U-Channel posts. Sign material is a medium density overlay (MDO) 1/2" thick, double sided.

The pictures depict where the sign would be placed and represents the actual size. Placement would be approximately 23 feet from the curb of North Lapham and 32 feet from the curb of Wisconsin Avenue. Traffic vision is uninhibited.

Best Regards,
David Hoffmann
HM&I LLC
Tower Ridge LLC
262-391-7475



A large, blank, brown rectangular sign mounted on a white post, being adjusted by a man.

A black sedan parked on the paved area.

A small trailer or utility vehicle parked near the white SUV.

A white SUV with its trunk open, parked on the paved area.

A yellow fire hydrant located on the grass near the paved area.

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