

**City of Oconomowoc
Architectural Commission Meeting Minutes
March 11, 2020**

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

Members Present: Kent Johnson, Jeremy Flint, Anne Krogstad, Paul Schultz and Kurt Schrang
Staff Present: Jason Gallo, Kristi Weber, Ald. Charlie Shaw and Chris Dehnert

2. Approve the January 8, 2020 Minutes: Motion by Schrang to approve the January 8, 2020 minutes; second by Flint. Motion carried 4-0-1 (Schultz abstained).

3. 110 - 114 W. Wisconsin Avenue – Consider/approve a Master Sign Plan at 110 - 114 W. Wisconsin Avenue: This request is for approval of a master sign plan on a multi-tenant building with 3 tenants on the 1st floor and residential on the 2nd floor. Two tenants are located on the front elevation and 1 tenant at the back of the building. Weber gave background on the building's façade update and referred to the July 2019 meeting minutes which reflect paint color choices for the building which was primed but not painted. The building owner, Mark Justmann, said the 1st floor is being painted this week, the west elevation is unchanged and the second floor is unpainted. The 2 tenants on the front elevation currently have window signage. The sign plan includes projecting signs in front of the businesses on the front elevation, (3) stacked wall signs on the west elevation and a wall sign on the east elevation for the rear tenant. Staff is okay with the sign on the east elevation but questioned the size and excessive number of signs on the building. Weber added the master sign plan includes that the owner will solidify the lighting style and staff recommends gooseneck. Weber recommended approval but with conditions as listed in the background. Building owner Mark Justmann handed out a copy of a drawing of the west elevation which he says is similar to the Mann building. He is still trying to find a contractor to do the work and doesn't want to paint the building until he has found someone to complete the project. The applicant, Jon Klug, owns the business at the rear of the building and would like to have his sign located on the east elevation so that people can find him. He was not aware of the owner's plan to redo the west elevation so he suggested holding off on the proposed wall sign on that side of the building. His sign would be located on the east elevation, be 12" x 30" and lit with a gooseneck. Members questioned the projecting signs being located above the existing awnings (cannot be under the awning due to height restrictions); said signage on the west elevation is redundant and would limit the work that could be done on that elevation; gooseneck lighting does not work in this application but a vertical spotlight may be best; no issue with colors or different fonts; and agreed there is no need to hold up approval of the sign on the east elevation. Gallo said the issue is on recommending approval of the master sign plan but holding off approval of the projecting signs. Commissioner Schultz explained the new plan for the west elevation. Gallo questioned the 40"x40" wall sign, and Weber suggested having a placeholder for the projecting signs. Motion by Nelezen to approve the Master Sign Plan at 110-114 W. Wisconsin Avenue with the proposed 12" x 30" wall sign on the east elevation; not including the proposed sign on the west elevation; approval of future projecting signs on the front elevation; approving the proposed drawing of the finished west elevation; and no gooseneck lighting for the front elevation but any exterior light is acceptable; second by Flint. Motion carried 5-0.

4. Bubble's Foam Farm (previously known as Lake Country Car Wash) – Consider/approve Building Plans to be located on the SE corner of WIS 67 and Oconomowoc Parkway, south of Kwik Trip: This request is for final approval of the building plans for a new car wash to be now known as Bubble's Foam Farm. Weber provided background on the project and showed the site plan, noting the overall building footprint has been reduced to 3,347 sf from 4,315 sf. Chris Mullett of LCCW Investments said they had to elongate the building to allow for the car wash equipment. Weber explained other changes to the building included adding curb & gutter to the perimeter, barn doors have been extended down and shutters have been added to the design. Materials include real stone, LP pre-finished siding, Pabst Farms red dimensional shingles on the roof, and vinyl windows which appear dark on the outside but will have a white interior. The Plan Commission recommended that some landscaping be relocated from the north elevation and placed at the end of the car wash which faces WIS 67 to help block headlights shining onto the roadway which the applicant agree to do. Staff questioned the material of

the garage doors, and Mullett explained they will be clear vinyl with a solid top and bottom panels. He handed out photos of the proposed doors and noted they can be matched to any color though he had intended for the panels to be dark gray. Weber requested a final spec sheet and materials list when available. The next step is for the applicant to come into staff with their plan for signage. Members preferred black panels and agreed it is a nice looking building now. Motion by Schrang to approve the building plans as submitted for Bubble's Foam Farm to be located on the SE corner of WIS 67 and Oconomowoc Parkway, noting items that were discussed are to be addressed by Planning Dept staff and top and bottom panels of garage door are to be black; second by Flint. Motion carried 3-1-1 (Schultz voted nay and Nelezen abstained).

5. Blue Ribbon Baseball – Consider/approve Building Plans to be located on Blue Ribbon Circle N (Tax Key OCOC0635999008): Weber explained this project was previously reviewed by the Architectural Commission for direction on their colors, materials and design ideas. Their project was also reviewed by the Plan Commission and approval has been given by the Common Council to allow the project to move forward. Weber said they have increased the height of the tower element on the corner of the training facility and added up lighting to the brick columns around the ballpark. James Schroeder, from Jendusa, handed out product flyers and explained where each item would be located as follows: Up lighting – LED fixtures are to be located along the walk, on the wall and other brick pilasters, and at the front entrances; Fences - classic railings; guardrails as needed; decorative Barcelona style wrought iron fences; and chain link fence in the outfield screened with a mesh material; Dumpster Enclosure – precast concrete panels, stone caps, with a black painted steel gate with textured PVC material doors; HVAC Unit – White metal panel to be used to screen rooftop units; Landscaping – will be used to break up wall mass, particularly on east and north elevations; plan to relocate large trees on site and plant in other areas (requested administrative approval by staff); Bollards – solar powered LED units but are considering hard wiring them; and Wall Panels – Precast stone base and brushed concrete walls in dark and light tans. Tom Kelenic of Blue Ribbon Baseball concluded the metal roof's will be red; plan to use reclaimed stadium seating in a red color; buildings will have an industrial feeling; and the brick will give the buildings a real stadium feeling. Members comments included: should consider up – down lighting; not a good location for up lighting - should consider mid-span on columns or in-ground; bollard lighting is a great idea along curb edges and walkways; consider putting lighting behind front beams to make the entrance glow; recommend the inclusion of a man door on the dumpster; when the plans are done for the kitchen area, the members would like to have the venting reviewed administratively by Planning Staff; building should have evergreens along the large building mass due to heat coming off the panels; and should consider adding benches along the walkway by the building. Weber requested a final spec sheet with the colors, materials and vendor's contacts and asked that they bring their signage request to staff for review. Motion by Schultz to approve the building plans for Blue Ribbon Baseball as submitted and the items that were discussed are to be brought back to be administratively approved by Planning Staff; second by Flint. Motion carried 5-0.

6. Reports and Comments from the City Planning Department:

2019 Planning Dept Annual Report: Weber provided highlights from the 2019 Planning Department Report and gave a summary of the developments which were reviewed by the members and various approvals. She thanked the members for all their work and time reviewing the projects.

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

8. Adjourn: Motion by Schrang to adjourn at 6:24 pm; second by Schultz. Motion carried 5-0.

Chris Dehnert, Deputy City Clerk