

**City of Oconomowoc  
Architectural Commission Meeting Minutes  
June 10, 2020**

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

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

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

**2. Approve the May 13, 2020 Minutes:** Motion by Schrang to approve the May 13, 2020 minutes; second by Schultz. Motion carried 5-0.

**3. Valvoline – Consider/approve a Master Sign Plan Update for 1111 Summit Avenue:** Weber explained this property is included in the master sign plan for Whitman Park, and the applicant has been working with staff to determine best location for signage. The applicant also provided an updated site plan which clearly shows the vision triangle. They plan to replace sign faces on 3 elevations and would like to update their ground sign by including their logo and an electronic messaging center. Weber noted the monument sign is 53.75 sf with the message board being 20.9% of the overall sign square footage which is 3.75% larger than code allows. Staff feels the amount is minimal and the overall look of the sign with the message board is attractive. Weber also referred to the delta and said elevation markers have been noted on the road and close to the sign location, and the proposed sign appears to be level. Staff recommends approval of the request. Members agreed the property is well signed and the proposed monument sign with electronic messaging center is appropriate for the location. Motion by Flint to approve the update to the Master Sign Plan for the Valvoline location at 1111 Summit Avenue as submitted; second by Schrang. Motion carried 5-0.

**4. 20 S. Main Street – Consider/approve a Master Sign Plan for 20 S. Main Street:** Weber explained the façade update for this property was approved in September 2019. This building requires a master sign plan as there is 1 main tenant on the 1<sup>st</sup> floor (Gordies) and office space for tenants on the 2<sup>nd</sup> floor. The applicant is requesting 2 stationary projecting signs on the front elevation (1<sup>st</sup> & 2<sup>nd</sup> floors). Other tenants in the building will not have exterior signage but may have window signage. The projecting signs will be oval, with a red border on a white matte background mounted on a black tubular steel bracket and illuminated with a gooseneck light fixture. Weber said the sidewalk is sloped under the 1<sup>st</sup> floor projecting sign and the applicant provided a picture that shows it meets the 8' clearance requirement. The proposed wall signage consists of two wall signs centered over each garage door on both the front and rear elevations. This signage is considered product signage which staff said if placed in a window would be unregulated. The applicant is requesting a special exception to allow these signs. The applicant, Bill Sheahan, explained each sign would be centered above the garage doors, lit at night and look very classy. There will be small lights located under the overhang to illuminate the signs so the source of light won't be seen. Sheahan said they intend to be a good neighbor in the downtown and want to keep the building looking classy. Motion by Schultz to approve the Master Sign Plan for 20 S. Main Street as submitted; second by Krogstad. Motion carried 5-0.

**5. The Marketplace – Consider/approve a Façade Update for 130, 132 & 134 E. Wisconsin Avenue:** Weber explained the applicant is planning to do updates to the front façade as well along the east elevation next to the walkway. He plans to re-tuckpoint and paint the brick, replace the windows with tempered glass, open up the boarded up windows along the walkway, and update the rear facade of the building. Building colors include "Guild Grey", a soft gray for the main building color; "Rock Bottom", a dark black for the trim and doors; and "Gypsum", a soft white for accent locations and in the inset section on the front façade. There will also be a cabana style black and white awning along the front façade. The applicant intends on having an illuminated wall sign in the inset section along with some window signage. There will be gooseneck lighting on the front elevation and carriage style lights on the rear. Staff recommends approval of the proposed façade update. The applicant, Jason Dvorak,

said the front sign is the niche' of the building and will consist of channel letters lit with a soft white so it has a subtle hue. There will be 3 tenants in the building; garage doors in the rear elevation; silver trim in the front windows and bronze trim in the rear; the shed will be removed; and will probably replace the coping on the rear elevation. Dvorak handed out material samples and the proposed paint colors. Members questioned painting or replacing the coping on the rear elevation; all windows should have iodized aluminum trim and maintain black for the door colors; suggested signage on the doors on the rear elevation; and said this is a nice improvement to the building. Weber noted if more signage is needed for the individual tenants, the applicant will need a master sign plan. Motion by Krogstad to approve the façade update for 130, 132 & 134 E. Wisconsin Avenue with the following changes: all windows to have silver aluminum trim color on rear and side elevations; second by Schrang. Motion carried 5-0.

**6. City of Oconomowoc Police Station – Consider/approve a Special Exception for Wall Signage at 630 E. Wisconsin Avenue:** Weber explained the architectural plans for this building were approved in July 2019. The applicant is requesting a special exception for a 167 sf wall sign which exceeds code requirements by 117 sf. The building site is set back approximately 275' from Wisconsin Avenue so due to the need for visibility and the importance of the building, staff agrees with the request to exceed size requirements of the proposed sign. The sign will have white letters and be back lit at night. The Lake Country Municipal Court will have a sign closer to the building, and they will be listed on the monument sign along Wisconsin Avenue and on a pole sign along Thompson Street. Weber said the Court is going through rebranding and currently doesn't have signage at City Hall. The proposed monument sign matches signage for other City parking lots and will be located by the main entrance on Wisconsin Avenue. Staff recommends approval of the signage as proposed. Members agreed they have no issue with the size of the sign and feel it has been done very tastefully. Motion by Flint to approve the special exception for the City of Oconomowoc Police Station at 630 E. Wisconsin Avenue as submitted; second by Krogstad. Motion carried 5-0.

**7. Reports and comments from the City Planner:** Weber explained planning staff received complaints on a few downtown business. These issues were referred to the Building Inspector who then sent letters to them requesting to do property maintenance on their building facades. If any major changes are proposed to these properties, they will need to be reviewed by the members. There is no update on the 110-114 W Wisconsin Avenue building, and no changes appear to have been made to it.

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

**9. Adjourn:** Motion by Schrang to adjourn at 5:40 pm; second by Schultz. Motion carried 5-0.

Chris Dehnert, Deputy City Clerk