

**City of Oconomowoc  
Architectural Commission Meeting Minutes  
May 4, 2022**

Chairman Flint called the meeting to order at 4:30 pm.

**Members Present:** Krogstad, Schrang, Johnson and Flint

**Members Absent:** Schultz

**Staff Present:** Gallo, Duffy, Pickart, Osborn, Frye, Ald. Ellis and Dehnert

**2. Approve the April 6, 2022 Minutes:** Motion by Schrang to approve the April 6, 2022 minutes; second by Johnson. Motion carried 4-0.

**3. 1227 Corporate Center Drive – Consider/approve an update to an existing Master Sign Plan at 1227**

**Corporate Center Drive:** Gallo explained the master sign plan for this multi-tenant location was approved in 2014 with sign bands 1 and 3 and 2 tenant signs. They now have a new tenant who wants to add another sign band (sign band 4), but the Corporate Center Board felt with sign bands 1 and 3 and a new proposed sign band 2, it was too much signage. The applicant decided to remove sign band 2 and are now only requesting sign band 4 be added to the sign plan. They also plan to add a black fabric awning with white text on the west elevation. Gallo recommends approval with considerations listed in the background. Kelly Hanaway of Milwaukee Sign Company explained the new tenant's sign will consist of alpha numeric characters in the same red as other signage on the building. She noted the color of the raceway was not listed in the master sign plan, and it should be clear. Gallo added the Corporate Center Board approved this request. Members questioned the red signage, and the applicant said it helps to make the signs stand out against the brown brick. The members were okay with the red on the brown brick if the applicant is. Motion by Johnson to approve an update to the Master Sign Plan at 1227 Corporate Center Drive as presented; second by Schrang. Motion amended by Johnson to include that the color of the raceway should be submitted to staff for review and should match as close as possible to the building color; second by Schrang. Motion carried 4-0.

**4. Lake Area Insurance Agency - Consider/approve building plans at 606 Summit Avenue:** Gallo explained the applicant is requesting approval of plans for a new building for her business. Brett of Stonebrook Homes explained the building will be a cape cod style, and materials include gray veneer stone base, white vinyl siding and trim, black aluminum windows, black shingles and standing seam metal on the dormers. Gallo noted the HVAC is not shown and recommends placement in the NE corner of the rear of the building and possibly screened. He added the applicant has proposed signage which is not being acted on tonight. Gallo recommends approval of the proposed building plans. The builder confirmed the condenser unit will be outside with the remainder of the unit inside and there will be one plumbing stack. He planned to put the condenser in the back where it slopes in order to hide the unit from view. Gallo noted if any stacks are visible they should be painted to match surrounding materials or screened. Lauren Vertz, owner, said she is trying to blend the building with the residential neighborhood. The members thought it was a unique site and a cute building. Motion by Krogstad to approve the building plans for Lake Area Insurance Agency at 606 Summit Avenue as presented and to provide the proposed location of the air conditioner to staff; second by Johnson. Motion carried 4-0.

**5. 856 Armour Road – Consider/approve a Master Sign Plan at 856 Armour Road:** Gallo explained the applicant has legal non-conforming signage on their non-residential property and now one of the tenants wants to upgrade their sign. In order to bring signage on the property into compliance, it must have a master sign plan. The applicant is requesting full color logos and text. Gallo noted the proposed sign plans notes that the primary wall sign can be up to 80% of the linear footage which is not compliant with code. Gallo recommends approval with a condition that the linear footage not exceed 50%. Kyle Stoehr, owner, said he is looking to do a rebrand and update their signage. Motion by Flint to approve the master sign plan at 856 Armour Road subject to add the following text "the total square footage of a single sign shall not exceed 50 SF"; second by Krogstad. Motion carried 4-0.

## **6. City of Oconomowoc Well Pump No. 8 – Consider/approve building plans at 1850 Pabst Farms**

**Boulevard:** Utility Manager Pickart along with Osborn explained where the wellhouse will be located within the Pabst Farms development. Materials for the building include dark gray Hardiplank siding, white trim, a cast stone band, simulated river rock stone veneer, weathered wood architectural shingles, and a wood grained garage door. Light fixtures will match those in the Pabst Farms. There will also be a small building for an emergency generator which will have a cast stone band, veneer river stone, a double swing gate and a partially below grade reservoir consisting of concrete with a stone pattern similar to the buildings. There will be no waste receptacle and a couple of stacks on the building which will be painted to match. They plan to screen the building from the nearby residential properties with a landscaping berm and plantings. The building will have a security camera but no fencing unless there is vandalism. If needed, fencing will be a black rod iron. Motion by Johnson to approve the building plans for Well Pump No. 8 at 1850 Pabst Farms Blvd with fencing to be administratively approved if it is needed in the future; second by Schrang. Motion carried 4-0.

## **7. Olympia Clinical Multi-Tenant Building – Consider/approve a Building Plans for a multi-tenant building on the second outlot from the corner of Olympia Fields Drive and Summit Avenue:**

Gallo explained this building will be located in the newly developed Olympia Fields development. The building does not meet established design standards for development in this area so staff put this request on the agenda for discussion purposes only. Both the Architectural Commission and Common Council approved these design standards so unless the standards are changed, the building must meet them in order to move forward with the building. Mark Lake of Wangard Properties handed out a copy of the current standards along with a proposed revision to them. He acknowledged that when putting together the guidelines for the residential buildings they simply copied the language for the commercial uses. Attempting to follow these guidelines for smaller commercial buildings became arduous so they are now requesting to change the relief requirement for extension of a 30' building façade from 5' to be 1' and a larger relief requirement for a bigger building. Lake asked the members to decide what is reasonable. Gallo questioned what is the difference or cut off between small and large buildings; what about 4-sided architecture; and should every building be looked at or completely remove the standard? Lake said creating relief is very important and apologized for the error. Members said the standards were too restrictive; were written in a way to not get flat boxes; can't have all ins and outs on a small site; and agreed that 5' of relief was too much on a small site. The members then looked at the Olympia Fields Mixed Use Development Design Standards and proposed the following changes on page 5, 12 and 13 - under Flat or Low to moderate pitched roofs, remove (6:12 slope max) and remove the number (1') and (5') referenced for the amount of relief under building façade and roof mass. Lake agreed with the proposed changes; HVAC will be completely hidden; brick will match what is proposed for Sendik's; and materials include corrugated metal panels, decorative stone, metal canopies and wood look composite siding. Members agreed it was a nice balance of materials and height changes. Gallo suggestion that next month they should go through the standards including lighting, landscaping and signage plans for the building. Members agreed changes as proposed should be made to the standards as proposed to still have relief but not tying it to a specific number; dumpster should have a man door; and once the standards are approved, then they would like a bound copy of those standards. Lake agreed and will provide the members with a bound copy. Duffy added the standards were a recorded document and suggested a member of the Commission should come to the Council meeting to explain the changes to the standards. No action was taken.

## **8. Panera Bread Bakery Café - Discuss proposed Building Plans at 1414 Olympia Fields Drive:**

Gallo explained this item will be on the agenda next month for approval, and the applicant is requesting feedback on the design, material and colors from the members tonight. Lake handed out a copy of the proposed colors and products to be used and explained the colors and the materials are Panera's and from the Sendik's building. Materials include fiberglass reinforced panels, thin brick, aluminum wood look metal panels, metal coping, and Hardie fiber cement panels. Members questioned signage. Gallo thought the signs proposed on the walls could be considered art work and if there is no text, it would be easier to approve. Gallo questioned if there would be awnings over the windows. Members thought overall the building looked good; liked the 4-sided architecture; are there seams on the material by the art work; not interested in awnings; and asked about a menu board and drive thru lanes. Lake said parking lot lights will be consistent throughout the development, and they are considering options for building lighting and wall

packs. Members said the next submittal should include information on preview boards, menu boards, proposed canopies, and umbrellas or sunshades; were glad to see walkability with access to the path along Summit Avenue; and the sight line diagram as submitted for this project will be required for all future projects at Olympia Fields. No action was taken.

**9. Reports and comments from the City Planning Department:** None.

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

**11. Adjourn:** Motion by Johnson to adjourn at 6:03 pm; second by Schrang. Motion carried 4-0.

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Chris Dehnert, Deputy City Clerk