

**City of Oconomowoc**  
**Architectural Commission Meeting Minutes**  
**June 8, 2022**

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

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

**Staff Present:** Weber, Gallo, Mayor Magnus and Dehnert

**2. Approve the May 4, 2022 Minutes:** Motion by Johnson to approve the May 4, 2022 minutes; second by Schrang. Motion carried 4-0-1 (Schultz abstained).

**3. St. Matthew's Lutheran Church and School – Consider/approve updated classroom and worship building plans at 1650 Brown Street:** Weber explained this applicant originally presented their plans for a new worship center and classroom addition at the February 2022 Architectural meeting. At that time members approved changes be made on the Worship East elevation and on the Worship North elevation, and staff was given approval to review and approve the updated plans after the changes were made. Recently staff received the updated plans and questioned if they met the intent of the changes requested by the members. Staff reached out to Chairman Flint to have him review the updated plans, and he felt this item should come back to Architectural for review and approval. Chairman Flint explained he didn't feel the changes met the members design intent and questioned the colors shown on the updated plans. Todd Dvorak of the Growth Design Group explained there are two colors to be used in the addition, beige and a mud color, and in order to try to allocate the colors better, he decided to use the beige on all upper sections and mud on the lower. Dvorak also explained that the building's entry has been changed to allow a better space for the music room. Additionally, the window on the North elevation was changed from 10' to 8'. Members noted they now prefer the worship space North elevation shown on the previous submittal; the hip roof on the current submittal's elevation should be eliminated; the stone features should be kept on the north elevation; the articulation around the window should be kept as is or increased due to the awkward-looking banding; and change the mud color by the door. Dvorak suggested incorporating a flat roof. Commissioners said the stone area on the worship space's East elevation should be pulled forward 28" to create consistency with the entry area. Motion by Flint to approve the North elevation building plans for St. Matthew's Lutheran Church and School at 1650 Brown Street subject to the removal of the small hip roof from the chapel area, add the original articulation around round window, and on the music room exterior wall remove the mud color element, and the area to the east with flat roof should be the solid mud color on the entire area; second by Schultz. Motion carried 5-0. Motion by Johnson to approve the east elevation to pull the stone area forward 28" to match the offset of the Bible Classroom; second by Schultz. Motion carried 5-0.

**4. Olympia Fields: Design Guidelines – Consider/approve updated Design Guidelines for the Olympia Fields Development:** Weber explained that assigning quantifiable numbers to the design guidelines would help staff to make sure the development is following the originally planned Craftsman / Southwest architectural style. Planning staff would then be able to create an easy-to-follow checklist which would allow compliance with the design guidelines to be checked systematically. The developer is asking for the removal of hard guidelines and for the architecture to be looked at on a case-by-case basis. Chairman Flint noted the 5' pitch guideline was changed to 1' at the last meeting. Staff does not want this guideline to be removed completely. Pictures were shown of the intended roof pitches, planes, and design elements, and staff asked for a concrete number which could be recommended to the Common Council for approval. Mark Lake of Wangard explained how dimensions affect businesses and these design guidelines should be open-ended, not a specific number. The Chairman reiterated that staff needs more direction to make sure developers are meeting the intended criteria and pointed out that not having a set number means that the Architectural Commission has the ability to approve any design element that they want. Mark Hertzfeldt of Design2Construct said it is up to the applicant to bring good design to be approved and meet general standards. Commissioners agreed that latitude is needed on the roof pitch; it is the member's job to determine if all developments are cohesive; and design guidelines should be kept open-ended. Weber mentioned there should be a

goal to minimize how many times an applicant runs their projects by City staff. Motion by Krogstad to approve the updated Design Guidelines for the Olympia Fields Development handout received 5/24/22 contingent upon Common Council approval; second by Johnson. Duffy added landscaping and lighting are left up to the Common Council to approve. Motion carried 5-0.

#### **5. Olympia Fields: Master Sign Plan - Consider/approve a Master Sign Plan for the Olympia Fields**

**Development:** Weber explained the development's monument signs and multi-tenant monument signs should be based off the Delta of the road if they are to be located along WIS 67. All monument signs need the Code required landscaping at the base. Weber also pointed out that vision corners will be considered at major entrances (50'x50') and the internal road structure (15'x15') of the development should be accounted for. Lake pointed out a major wall sign will be included by the roundabout but is unsure about individual tenant monument signs. The development will include 2 signs that are 20' plus delta and other signs that are 8' plus delta. Proposed EMC readerboards will meet City Code of 25% of the overall sign. Wayfinding and Fin / Blade signs will need to come back for approval, but placeholders were shown. Flags and balloons are prohibited on the premise. Motion by Krogstad to approve the Master Sign Plan for the Olympia Fields Development subject to any monument sign over 8' that requests having an increased height by the Delta on WIS 67, are to come back to the Architectural Commission for approval; any aesthetics changes in the plan are to come back for review; and no balloons, temporary flags and fluttering signs are allowed; second by Johnson. Motion carried 5-0.

**6. Olympia Clinical Multi-Tenant Building – Consider/approve building plans for a multi-tenant building on the second outlot from the corner of Olympia Fields Drive and Summit Avenue:** Weber explained the Plan Commission approved the site plan for the multi-tenant building. The roof plan shows HVAC units, and due to the grade change from WIS 67 the units will require screening. Mark Hertzfeldt of Design2Construct explained that all materials are based on the Sendik's building. The multi-tenant building will contain brick, decorative metal, custom LP wood-looking material, canopies, decorative accent lighting, and store front windows with spandrel glass on rear elevations. The applicant will come back to Architectural Commission for approval of the signage. Weber questioned if the rooftop units will be seen from WIS 67. Hertzfeldt said it would not. Commissioners determined that the building meets design standards but that awnings should be added to break up the flat face. Angled awnings should be considered. Gallo suggested the Commissioners allow for administrative approval of the awnings. Motion by Schultz to approve the building plans for a multi-tenant building on the second outlot from the corner of Olympia Fields Drive and Summit Avenue with the condition that awnings be placed over the double windows on all 4 sides of the building; and staff has authority to administratively approve awning changes; second by Krogstad. Motion carried 5-0.\*

\*Approval of building contingent upon Common Council approving the updated Design Standards on June 21, 2022.

**7. Panera Bread Bakery Café – Consider/approve building plans at 1414 Olympia Fields Drive:** Weber explained staff questioned the material (EFIS or brick soldier course) of the 4 ft. band wrapping around the building and asked commissioners to specifically consider this design element. Lake explained Panera's new proposed exit lane and site changes as of this morning. The revised site plan is not pictured in the current renderings. Lake clarified this new addition to the plan will come back for approval by the Plan Commission. Lake explained the drive-thru lanes. The outer lane would be for rapid pickup with only a single set of menu boards. Commissioners suggested a stone pre-cast band be considered over the EFIS/brick soldier course; and asked about the material and facade below the building's main Panera sign. Motion by Krogstad to approve the building plans for 1414 Olympia Fields Drive on the condition that stone cast banding is implemented and that missing items (such as menu boards, preview boards, canopies, sunshades, umbrellas etc.) be presented at a later date; second by Johnson. Motion carried 5-0.\*

\*Approval of building ALSO contingent upon Common Council approving the updated Design Standards on June 21, 2022.

**8. Pet Supplies Plus – Consider/approve building plans at 1450 Summit Avenue:** Weber explained the temporary nature of the address and this building will be an addition to the south side of the retail complex. Staff requested a man door be included on the dumpster enclosure and would like more dimension on the south elevation of the building. Cameron McFarland from MSI General confirmed a man door has been added to the dumpster enclosure and explained the blue/grey portion of the south elevation will be recessed two inches to add dimension. Members discussed adding windows to the south wall but questioned if they would bring value to the building; noted the prominence of the south wall and the need for a higher standard of design in this area of the development; consider turning the corner along the South wall, as it wouldn't impede upon the new parking layout and there is a 3' buffer, and turning the corner with the entrance way and borrow the design elements already presented on the Sendik's elevation; and the Commission needs to see facade changes before the building can be approved. McFarland confirmed the gray material on the east elevation between Pet Supplies Plus and the retail tenant to the north is EFIS. Motion by Schultz to revise the Pet Supplies Plus building addition plans and come back to Architectural Commission with a different south elevation; second by Johnson. Motion carried 4-0-1 (Krogstad abstained).

**9. Store-It-Right, Oconomowoc – Discuss building plans for the lot located on the northwest corner of Blue Ribbon Circle North and Delafield Road:** Weber explained the horseshoe of land that Store-It Right will be located on is going to be active in the coming months as other development proposals continue to be submitted. Weber noted that signage for this development is quite large and would also be reviewed by the members. Tim Knepprath of Wellspring construction, owner Joe Grasch and Steven Perry Smith, virtually, explained their goal is to raise the standards of architecture in the area have a "tech" look. Materials include windows with black anodized framing; the roof parapet will be carried along the eave line of the building, and most doors will be facing internally. Perry said the current landscaping in the plans is only for illustrative purposes and does not represent the actual final plan. Members questioned where and how the building's mechanical components will be stored; inquired about the fence and its purpose; approved that most doors are facing the inside of the development; liked the building but questioned if it is really the highest and best use of the site; and questioned the type of storage that this facility will provide. Perry explained all mechanical components will be stored inside the building. Grasch explained the building's recessed entry and split system will allow for the inside storage of the units; no units will be placed on the roof; all intended mechanical storage methods will be up to code; the fence will be an 8 ft. ornamental steel fence to aid in fully securing the facility; the concept is for mega storage of collector cars, RVs, etc; and the exterior buildings would not be climate controlled, but the interior ones would be. Smith explained the need in Oconomowoc for this type of storage. The members pointed out the Store-It Right logo includes an arrow pointing left, and Grasch will address this. No action was taken.

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

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

**12. Adjourn:** Motion by Johnson to adjourn at 6:51 pm; second by Schrang. Motion carried 5-0.

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Chris Dehnert, Deputy City Clerk