

VILLAGE OF SUSSEX
SUSSEX, WISCONSIN

Minutes of the Architectural Review Board (ARB) meeting held on July 13, 2016.

Chairperson Dietrich called the meeting to order at 10:00 a.m.

Members present: Tim Dietrich, Rose Werra, Pat Tetzlaff and Amanda Schauer.

Members absent: Melissa Granicki

Others present: Kasey Fluet, Assistant Development Director

Consideration and possible action on the minutes of June 8, 2016.

A motion by Schauer, seconded by Tetzlaff, to approve the minutes of June 8, 2016.

Motion carried.

Consideration and possible action on Master Sign Plan for Mammoth Springs retail buildings.

Nick Mason of Innovative Signs was present for this matter. Mr. Mason reviewed the Master Sign Plan (copy attached) and renderings (copy attached). Mr. Mason stated the goal for the owner of the building is to have a uniformed look to the signage.

A motion by Tetzlaff, seconded by Schauer to approve the Master Sign Plan for the Mammoth Springs retail buildings as submitted.

Motion carried.

A motion by Werra, seconded by Tetzlaff, to adjourn the meeting at 10:06 a.m.

Motion carried.

Respectfully submitted,
Kasey Fluet, Assistant Development Director



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MEMORANDUM

TO: Architectural Review Board

FROM: Kasey Fluet, Assistant Development Director

RE: ARB meeting for July 13, 2016

DATE: July 1, 2016

The following is background information for the ARB agenda items. Please refer to the Design Standards dated March 25, 2014.

01. Consideration and possible action on the ARB minutes from the June 8, 2016 meeting.

02. Consideration and possible action on Master Sign Plan for Mammoth Springs retail buildings.

The owner, Art Sawall, has asked Innovative Signs company to prepare a Master Sign Plan for the retail buildings to help with coordinating signage for tenants. Attached is the narrative and rendering of the plan.

Staff recommends, the ARB approve the Master Sign Plan for Mammoth Springs retail buildings.

Village of Sussex-Master Sign Program

Project Name: Mammoth Springs

Property Address: N63 W23207 Main Street, Sussex, WI

Current Zoning: B-4 Central Mixed-Use Business

Applicant Name: Sawall Development

Contact Person: Arthur Sawall

Applicant Address: N63 W23207 Main Street

City: Sussex **State:** WI **Zip:** 53089

Intent

This document comprises the Master Sign Program (MSP) for Mammoth Springs located at N63 W23207 Main Street in the village of Sussex. Mammoth Springs is a mixed-use business development consisting of two separate buildings that are designed to work together as one unified development. The intent of the MSP is to set forth a theme as to placement, lettering style, color, materials, mounting method and other related design considerations of signs, while at the same time reducing sign clutter.

Approval Procedure

All planned sign programs shall be reviewed and approved by the Architectural Control Board. After the approval of this sign program, no sign shall be erected, placed or maintained except in conformance with the planned sign program. Amendments to this document require Architectural Control Board review and approval in the form of a Master Sign Program Amendment.

Separate Sign Permits are required for each individual sign throughout the development and will be issued by the Village of Sussex Department of Building Inspection. Prior to application, the tenant shall obtain initial approval from the Owner of Mammoth Springs and the application must bear the signature and/or stamp of the appropriate Mammoth Springs representative(s).

Professionally Prepared

All signs and sign plans shall be “professionally” prepared and demonstrate dimensions, letter style and type, materials, color selection, and craftsmanship. Applications to the Village of Sussex Department of Building Inspection for sign permits shall include professionally rendered imagery and dimension scale drawings and shall depict the type of light source, all materials, and colors.

Mammoth Springs Master Sign Program

1. Theme, Color, Size & Style:

Tenant Wall Sign – Max 18” Acrylic Letters mounted to a backer panel. When a single tenant is using a sign band they will be allowed to stack lines of text to a maximum height of 26”. When two tenants are using a sign band they will be allowed a single line of text. Acrylic letters allowed in a matte duranodic bronze color. A single color logo or graphic may be allowed within the wall sign allowance. This theme meets a variety of tenants’ needs while providing continuity. Backer Panel to color match the facade of building. Color variation may be approved by the Landlord.

2. Proposed Location:

Tenant Wall – Wall signs shall use the designated sign band. Tenants with dual entrances will be allowed two wall signs, one on each entrance elevation. Upon approval of landlord, end cap tenants will be allowed an additional wall sign to maximize visibility to clients. Sign text and logos shall be placed within the applicable allowable sign zone consistent with the following guidelines.

1. When there is one wall sign placed within a designated sign band the vertical orientation of the wall sign within the allowable sign zone shall be evenly balanced relative to a horizontal line running through the horizontal center of the allowable sign zone.
2. When there are two tenant wall signs placed within a designated sign band the wall signs shall be stacked within the sign band as mutually determined by the landlord and Village of Sussex.
3. Each wall sign shall be placed and sized in a manner such that it does not interfere with architectural elements

3. Proposed Size:

Tenant Wall – The maximum square footage allowed for exterior wall signs will be determined based on the size of the sign band and the quantity of tenant wall signs in that space.

The following chart show the square footage allowed for single wall signs in the designated sign band.

Sign Band	Max Height	Max Length	Max SF
A	26”	108”	20
B	26”	144”	26
C	26”	150”	27
D	26”	180”	33

The following chart shows the square footage allowed for each wall sign when two wall signs are in a designated sign band.

Sign Band	Max Height	Max Length	Max SF
A	16"	108"	12
B	16"	144"	16
C	16"	150"	17
D	16"	180"	20

MAMMOTH SPRINGS

SUSSEX, WI



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Waukesha, WI

MASTER SIGN PROGRAM 2016



www.Innovative-Signs.com

Client
Sawall Development Sussex, WI
QT/OR #
7743
Size
(East & West Elevation)
Quantity
<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 88
Materials & Specs
3/8" Acrylic Text Flush Mounted Painted Finish
Install Signs in same layouts on East and West Elevations.
Final Logo Colors Needed Prior to Production
Colors
<input checked="" type="checkbox"/> Painted Blues (cmyk)
<input checked="" type="checkbox"/> Durododic Bronze (matte finish)
<input checked="" type="checkbox"/> Wool Skein Paint (SW)
Representative
Mike M.
Designer
Nick Mason Date: 6/28/2016

*Production cannot begin until we receive your authorization the proof is accurate. Delays in receiving your approval will delay production times.

DISCLAIMER:
Artwork is the property of Innovative Signs, Inc. Design charges will be applied to artwork shared and/or completed without the consent of Innovative Signs, Inc.



15'-0" SIGNAGE BAND (D)





www.Innovative-Signs.com

Client
Embellish Salon Sussex, WI
QT/OR #
7743
Size
See Right
Quantity
<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 88
Materials & Specs
3/8" Acrylic Text Flush Mounted Painted Finish
Install Signs in same layouts on East and West Elevations.
Painted Dibond Backer
Colors
<input checked="" type="checkbox"/> Duronodic Bronze <input type="checkbox"/> SW 6148 Painted Backer <input type="checkbox"/> Optional Accent Color
Representative
Mike M.
Designer
Nick Mason Date: 6/24/2016



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