



DOWNTOWN ARCHITECTURAL REVIEW BOARD MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN
160 S Macy Street
Meeting Room A
April 7, 2026
12:00 PM

1. CALL TO ORDER

- A. Attendance
- B. Declaration Quorum Present

2. APPROVAL OF MINUTES

- A. [March 3, 2026 Minutes](#)

3. ACTIONS

- A. [18 E Division Street \(18 Hands Ale House\)](#)

Proposal: Combined fence/seating area and updated stage
Applicant: 18 Hands Ale Haus/Sam Meyer

- B. [101 N Main Street \(Fast Taco\)](#)

Proposal: Wall sign and façade improvements
Applicant: Fast Taco/Armando Cruz

- C. [9 S Main Street \(Edith's\)](#)

Proposal: Front & Rear Façade Improvements (new windows) via Building Improvement Grant (BIG)
Applicant: Sam Meyer

- D. [183 S Main Steet \(Bird's Eye View Optical\)](#)

Proposal: Projecting Sign
Applicant: Angela Roloff

- E. [272 N Main St \(Death's Decor Tattoo Gallery\)](#)

Proposal: Exterior Alterations (new paint, new entry door, and improved entry ways) via North Main St Corridor Grant
Applicant: Adam Mumper

4. ADJOURN

**DOWNTOWN ARCHITECTUAL REVIEW BOARD MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: March 3, 2026 Minutes

Subject:

ATTACHMENTS:

File Name

[DARB Minutes March 2026.pdf](#)

DOWNTOWN ARCHITECTUAL REVIEW BOARD MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN
Meeting Room A

March 3, 2026
12:00 PM

CALL TO ORDER

A. Attendance

Present: Tim Kent, Sam Meyer, Shawn Willey

Absent: Fr. Matthew Kirk, Christopher Smith

Staff: Brian Dean, Principal Planner

B. Declaration Quorum Present

Quorum declared by Chairperson Kent.

APPROVAL OF MINUTES

February 3, 2026 Minutes

A Motion was made by Timothy Kent to approve February 3, 2025 minutes and seconded by Samuel Meyer and the motion was

Passed.

Ayes: Kent, Meyer, Willey

Absent: Smith

ACTIONS

18 E Division Street (18 Hands Ale House)

Sam Meyer would be required to recuse himself. Quorum for this item is not possible. Item tabled until the meeting scheduled for April 7, 2026.

A Motion was made by Timothy Kent to postpone due to a lack of quorum and seconded by Shawn Willey and the motion was **Passed.**

Ayes: Kent, Willey

Abstain: Meyer

Absent: Smith

69 S Main Street Suite 105 (Fox Valley Insurance Group)

A Motion was made by Shawn Willey to approve the wall proposal as presented. The project approval is based on findings that

the sign complies with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines and seconded by Samuel Meyer and the motion was **Passed.**

Ayes: Kent, Meyer, Willey

Absent: Smith

213 S Main Street (The Big Garlic Fond du Lac)

A Motion was made by Samuel Meyer to approve the proposal as presented under the condition that the applicant submit updated photos showing the final product of the proposed signage, updated photos showing that the transom will remain, updated renderings showing the lower wall panels will be black with gold trim, and submit color swatches to staff for approval and seconded by Timothy Kent and the motion was **Passed.**

Ayes: Kent, Meyer, Willey

Absent: Smith

101 N Main Street (Fast Taco)

A Motion was made by Samuel Meyer to deny the proposal as submitted, request that applicant attend the Downtown Architectural Review Board meeting, apply for the proposed sign with former recommendations and update the sign rendering and seconded by Timothy Kent and the motion was **Passed.**

Ayes: Kent, Meyer, Willey

Absent: Smith

ADJOURN

A Motion was made by Timothy Kent to adjourn at 12:34 p.m. and seconded by Samuel Meyer and the motion was **Passed.**

Ayes: Kent, Meyer, Willey

Absent: Smith

Margaret Hefter
City Clerk

**DOWNTOWN ARCHITECTUAL REVIEW BOARD MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: 18 E Division Street (18 Hands Ale House)

Subject: Proposal: Combined fence/seating area and updated stage
Applicant: 18 Hands Ale Haus/Sam Meyer

ATTACHMENTS:

File Name

18 Hands DARB Application - redacted.pdf

18 E Division St Memo.pdf

18 Hands seating area fence.pdf

18 Hands conceptual photos.pdf

03182026_Stage.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION:

18 E Division St, FDL
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)			
Name: 18 Hands Ale Haus			
Business Name: " "			
Mailing Address: " "	City: Fond du Lac	State: WI	ZIP: "
Email Address: "	Phone Number: "		
Project Representative (Complete this information if the project representative is not the project applicant)			
Name: Sam Meyer			
Mailing Address: S.A.A.	City: "	State: "	ZIP: "
Email Address: "	Phone Number: "		
Landowner (Complete this information if the project applicant is not the property owner.)			
Name: "			
Mailing Address: Sam Meyer	City: FDL	State: WI	ZIP: "
Land Use Information - Project Site			
Describe the use of the building:			
If the proposed project involves a new business or use, identify the most recent use of the building:			
Acknowledgement for Project Completion (Landowner or Tenant)			
As the responsible party for the project, I hereby acknowledge that failure to complete the project as approved by the Downtown Architectural Review Board may result in a requirement to modify and/or redo work and/or delay occupancy.			
Signature: [Signature]		DATE: 2-18-26	

PROJECT DETAILS

- | | |
|---|--|
| ☐ EXTERIOR PAINT | ☐ SIGN - WALL |
| ☐ WINDOWS - REPLACE EXISTING | ☐ SIGN - PROJECTING |
| ☐ WINDOWS - NEW OPENING OR MODIFY EXISTING | ☐ AWNING |
| ☒ EXTERIOR ALTERATIONS/REPAIR | ☐ NEW BUILDING |
| ☐ BUILDING ADDITION/EXPANSION | |

DESCRIPTION OF PROPOSED PROJECT AND TIMELINE FOR COMPLETION:

Create a seating area/fence made of cedar along west property line where auto bumper guard is.

PROJECT APPLICANT SIGNATURE: Sam Meyer

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: April 1, 2026
To: Downtown Architectural Review Board
From: Matt Miller, AICP, CNU-A, Interim Community Development Consultant
Re: Project Review – 18 E Division Street (18 Hands Ale Haus)

Project Analysis

Proposal: Seating-Fencing Combination; Updated Stage Plans
Historic Status: None
Design Review: The Downtown Architectural Review Board must determine that the proposed fencing and seating/bench combination plus stage plans are compatible with the spirit and intent of the Downtown Design Overlay District and the Downtown Fond du Lac Partnership Design Guidelines.

18 E. Division St. is located between South Main Street and South Portland Street. The property is situated in the C-1 (Central Business) district, and the proposal is subject to the review and approval of the Downtown Architectural Review Board.

The property is home to 18 Hands Ale Haus. The applicant is proposing a fence incorporating a bench seating component into its design. Renderings of the proposed 6-foot tall fence are in the packet materials. Similarly, updated stage designs are in the agenda packets for DARB review and approval. Photos show that there is a utilities transformer near the intended project area. The applicant shall confirm that the intended project shall not impede utility easements and/or access.

Findings

The Downtown Design Overlay District is intended to:

- Preserve and restore unique and historic buildings;
- Ensure the coordinated design of new buildings and changes to existing buildings;
- Minimize adverse impacts on adjacent properties from buildings that may detract from the character and appearance of the district;
- Aid in improving the overall economic viability of the district.

Relevant Code Sections:

720-42 A

Applicability. The standards of the district shall apply to new construction and to the restoration, replacement, expansion or modification of any property (such as painting, roofing, siding, signage, and architectural component substitution). Alteration of an existing building not visible from a

public street or alley and/or the interior remodeling of an existing structure shall not cause the exterior of the building to be subject to the architectural design standards.

720-42 D (1) Architectural review standards. To provide criteria for implementation of the Downtown Design Overlay District, the following architectural review principles apply: Context refers to how a structure fits with the surrounding area. New design elements should be compatible with nearby development. A building addition should match or complement the existing structure.

720-42 D (2) Scale is the relative size and mass of structures compared to one another. A small building should not be constructed adjacent to large buildings unless provisions are made to minimize the difference in scale. The visual continuity of roofs and contributing elements (parapet walls, cornices, etc.) should be maintained in building development or redevelopment.

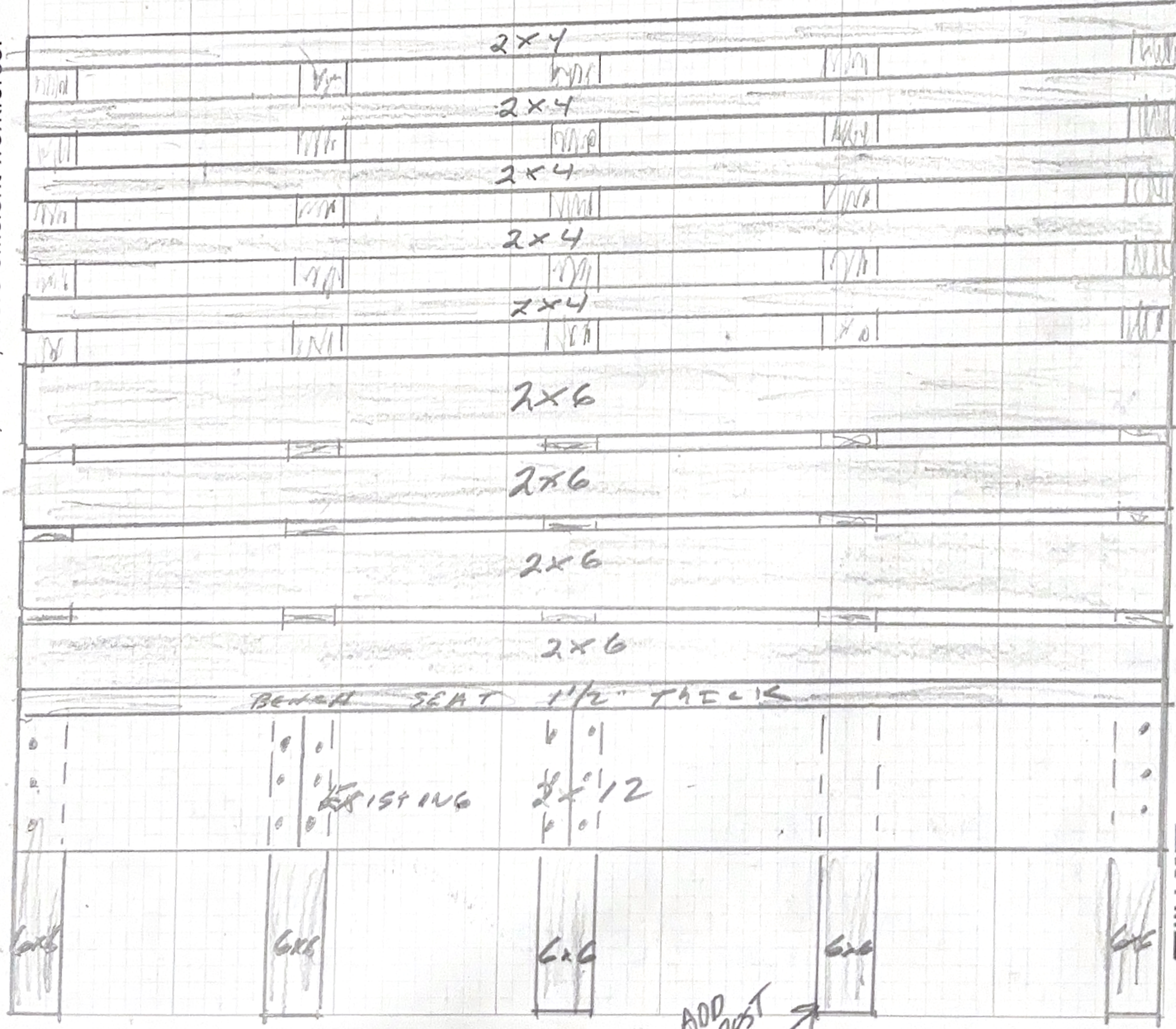
720-42 D (4) Unity and theme pertains to a consistent style and purpose, especially applicable to a multiple building development. Good unity can be accomplished with the use of the same materials throughout a development. An accessory structure should be compatible with the principal structure in terms of character, roof shape, building material, color and architectural detail.

DARB Action

The Downtown Architectural Review Board must determine if the proposed exterior alternations are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.



The total training solution for a better, safer, more efficient workforce.



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For additional information:

Visit live.tpctraining.com

Call 877-978-7246

Email sales@tpctraining.com



Upcoming Seminar
Schedule



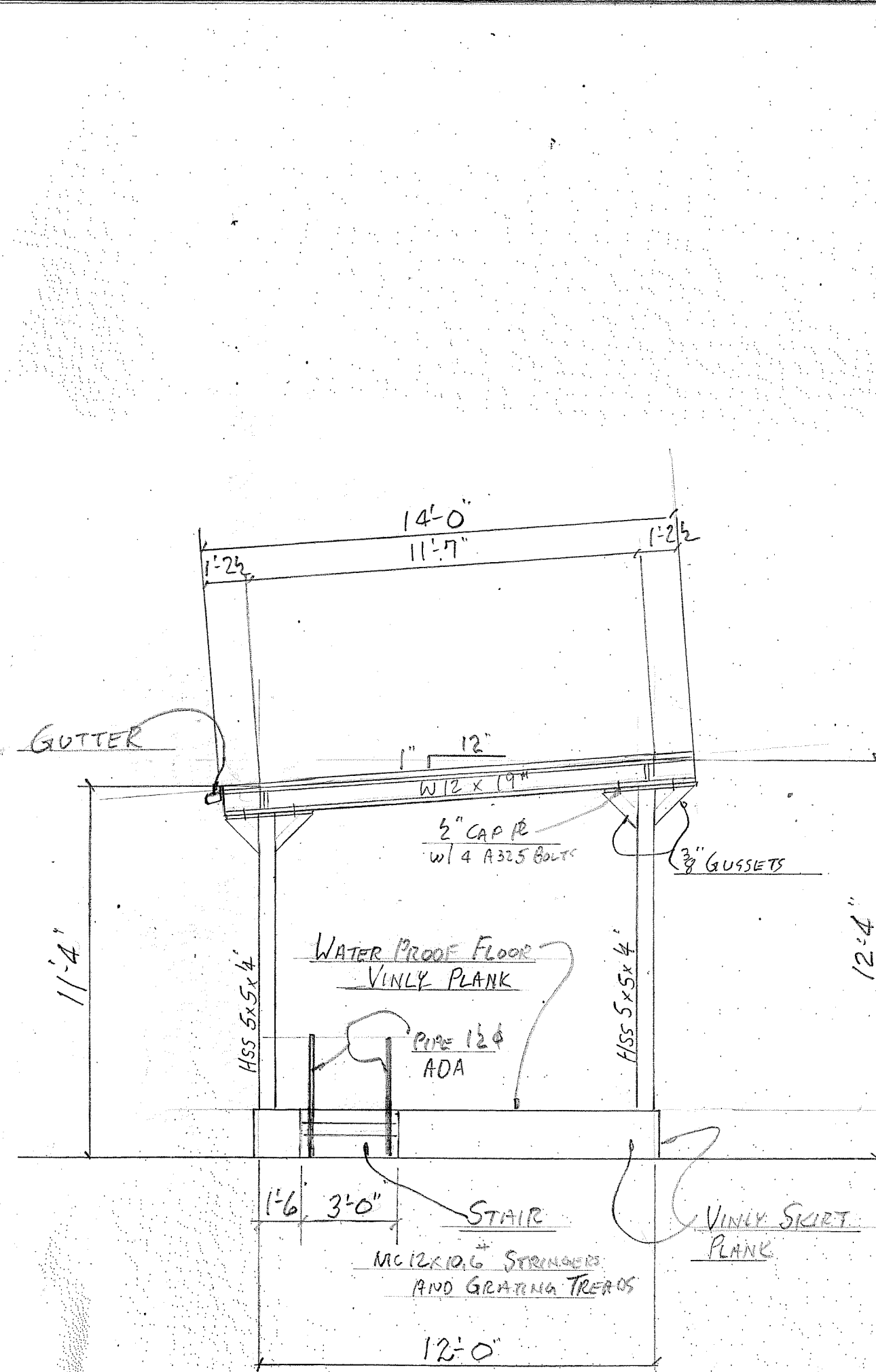




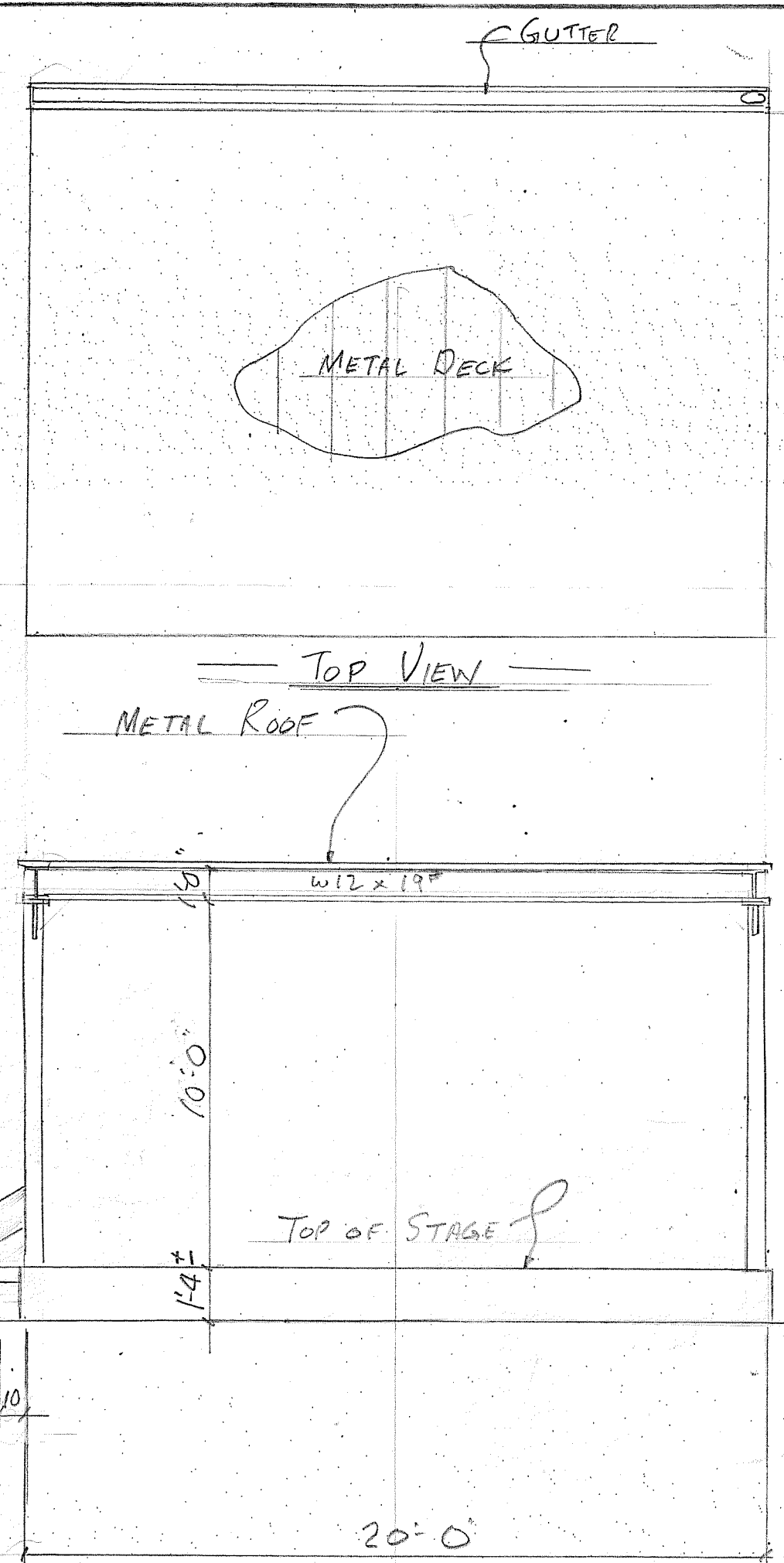




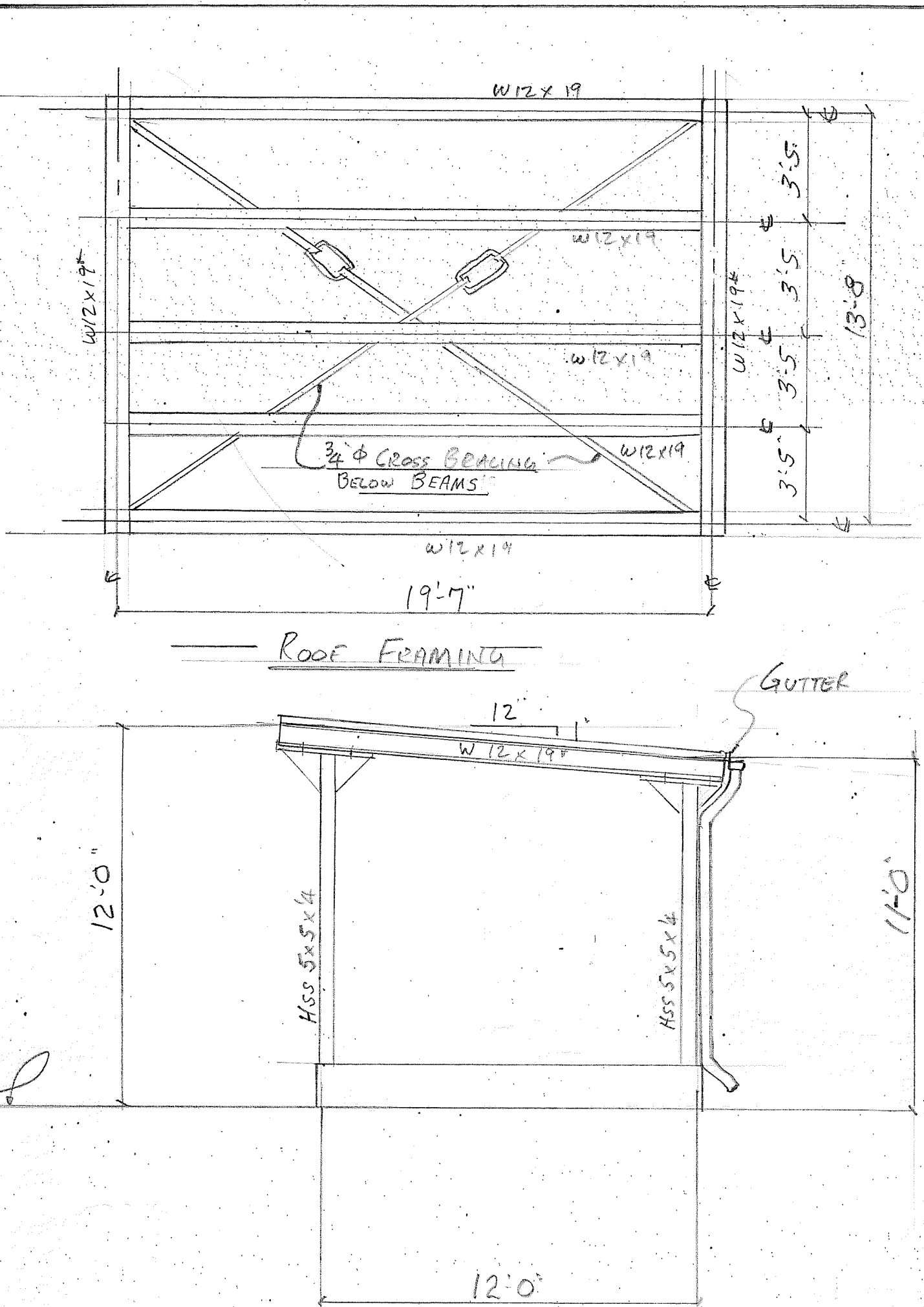




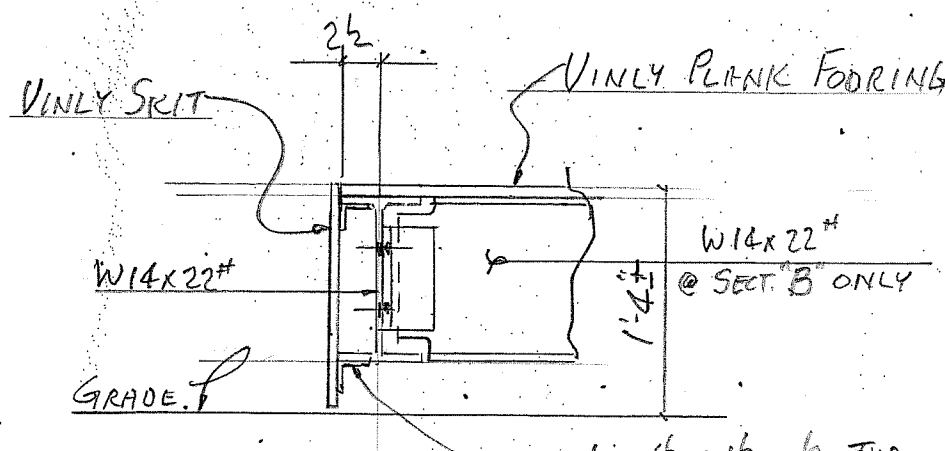
LEFT SIDE ELEVATION



FRONT ELEVATION
(SCALE 4" TO 1'-0")

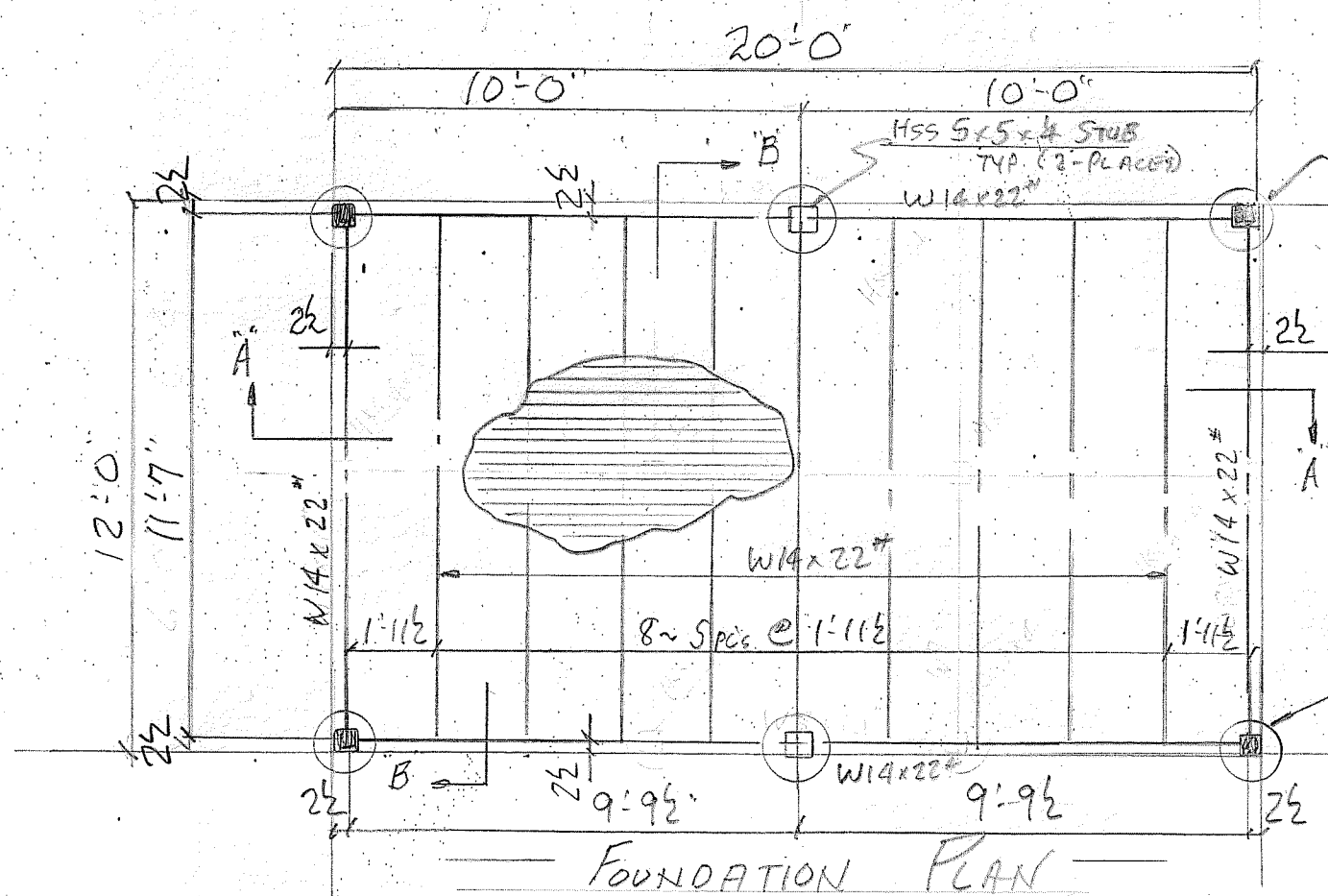


RIGHT SIDE ELEVATION



SECT. A

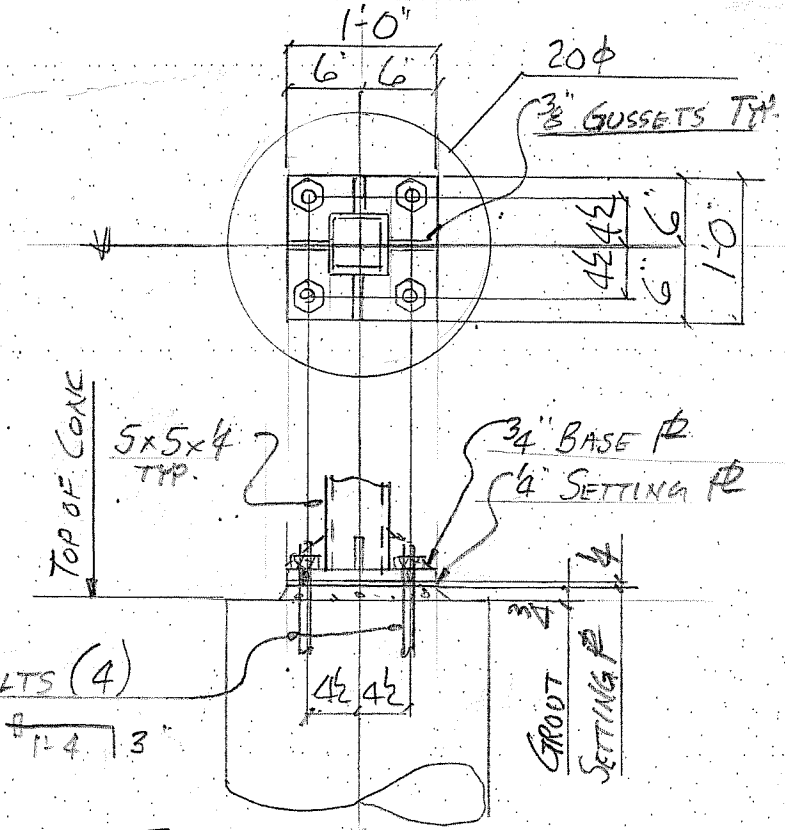
SECT. B



FOUNDATION PLAN

HSS TUBE COLS 5x5x4 UNLESS NOTED
W/ 4-ANCHOR BOLTS & 3" BASE PL

CONC. PIERS 20"φ 4'-0" DEEP
TYP



TYP. COLUMN SETTING DETAIL

STAGE FOR JOHN BIRSCHBACH

SHEET 1

**DOWNTOWN ARCHITECTUAL REVIEW BOARD MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: 101 N Main Street (Fast Taco)

Subject: Proposal: Wall sign and façade improvements
Applicant: Fast Taco/Armando Cruz

ATTACHMENTS:

File Name

101 N Main St DARB Application (Fast Taco)_redacted.pdf

101 N Main St Memo.doc

Fast Taco Sign Application_Redacted.pdf

Fast Taco Photo-Renderings.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 101 N Main St, Fond du Lac WI 54935
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)			
Name: <u>Luis A Dominguez - Armando Cruz</u>			
Business Name: <u>fast taco by hospitas mexican store</u>			
Mailing Address: <u>fast taco</u>	City:	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address:		Phone Number:	
Project Representative (Complete this information if the project representative is not the project applicant)			
Name:			
Mailing Address:	City:	State:	ZIP:
Email Address:		Phone Number:	
Landowner (Complete this information if the project applicant is not the property owner.)			
Name:			
Mailing Address:	City:	State:	ZIP:
Land Use Information - Project Site			
Describe the use of the building: <u>This project involves exterior facade improvements to existing building</u>			
If the proposed project involves a new business or use, identify the most recent use of the building:			
Acknowledgement for Project Completion (Landowner or Tenant)			
As the responsible party for the project, I hereby acknowledge that failure to complete the project as approved by the Downtown Architectural Review Board may result in a requirement to modify and/or redo work and/or delay occupancy.			
 SIGNATURE		<u>3-20-2026</u> DATE	

PROJECT DETAILS

- | | |
|---|---|
| ☒ EXTERIOR PAINT | ☒ SIGN - WALL |
| ☐ WINDOWS - REPLACE EXISTING | ☐ SIGN - PROJECTING |
| ☐ WINDOWS - NEW OPENING OR MODIFY EXISTING | ☐ AWNING |
| ☒ EXTERIOR ALTERATIONS/REPAIR | ☐ NEW BUILDING |
| ☐ BUILDING ADDITION/EXPANSION | |

DESCRIPTION OF PROPOSED PROJECT AND TIMELINE FOR COMPLETION:

This project involves exterior facade improvements to an existing commercial building. Re painting exterior additionally new exterior signage reading

PROJECT APPLICANT SIGNATURE



Project Application - Instructions and Submittal

Refer to the *Downtown Architectural Review Board Timetable* for application submittal deadlines and meeting dates.

Checklist for submittal of a proposal for design review:

NOTE: A project will be reviewed by the Downtown Architectural Review Board as submitted by the applicant. Revisions or changes to the project that are not part of the original submittal will postpone action by the Board to a future meeting.

☒ **Project Application**

The application should describe the project and provide information regarding use of the property, along with an acknowledgement of responsibility for completion of the project in accord with DARB's approval.

☒ **Project Information**

Provide photos to show the appearance of the existing building. Provide information related to the proposed project: Paint chips, awning fabric sample, window and door specifications, etc. Where new lighting is proposed, provide details of light fixtures. For significant changes or renovation, provide a color sketch or drawing to illustrate the proposed project, including paint color and building materials. For the construction of a new building, a site plan and elevation drawings are required along with color and material samples.

☒ **Sign Proposals**

Provide photos of all existing signage on the property, including dimensions. Provide sign specifications to show color, material, dimensions and location. If exterior lighting is proposed, provide details of light fixture.

Application Submittal

Refer to the *Downtown Architectural Review Board Timetable* for application submittal deadlines and meeting dates.

An application for design review may be filed at the City of Fond du Lac Community Development office located on the 4th floor of the City-County Government Center, 160 South Macy St, or submitted electronically via email to: CD@fdl.wi.gov

For applications submitted via email, please call 920-322-3440 to confirm receipt of electronic submittal.

Downtown Architectural Review Board Meeting

The Downtown Architectural Review Board meets on the first Tuesday of the month at 12:00 p.m. in Meeting Room A of the City-County Government Center, 160 S Macy Street. Meeting dates are listed in the *Downtown Architectural Review Board Timetable*. The project applicant or representative must attend the meeting to present the proposal.

Project Review: The purpose of the Downtown Design District is to enhance the character and appearance of Downtown Fond du Lac. The Community Development Department analyzes each proposal and prepares a recommendation for the project. The project analysis and recommendation is provided to the applicant in advance of the public meeting.

DARB Meeting: The Chairperson will ask the project applicant to present the proposal. The Board may have questions for the applicant and/or City staff. Public comment will be invited. In reviewing a project the Downtown Architectural Review board considers the overall impact, along with the City regulations of the Downtown Design District, and the Downtown Fond du Lac Partnership Guidelines. An appeal of the Board's decision may be considered by the Board of Appeals.

Project Approval Time Limitation: A project approved by the Downtown Architectural Review Board must begin within one year from the date the approval was granted and continue with due diligence. If a project does not begin within one year of its approval, the action of the Downtown Architectural Review Board is null and void. Failure to complete the project as approved by DARB may result in a requirement to modify and/or redo work and/or delay occupancy.

DARB meeting agendas and minutes may be viewed on the City's website: www.fdl.wi.gov

FOR INFORMATION OR ASSISTANCE CONTACT THE COMMUNITY DEVELOPMENT DEPARTMENT: (920) 322-3440

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: March 27th, 2026
To: Downtown Architectural Review Board
From: Matt Miller, AICP, CNU-A, Interim Community Development Consultant
Re: Project Review – 101 N Main Street (Fast Taco)

Project Analysis

Proposal: Wall Sign & Exterior Alterations (new paint)
Historic Status: None
Design Review: The Downtown Architectural Review Board must determine if the proposed wall sign and exterior façade painting are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

101 N Main Street is located between East Rees Street and East Merrill Avenue. The property is situated in the C-1 (Central Business) district, and the proposal is subject to the review and approval of the Downtown Architectural Review Board.

The property is home to Fast Taco. The applicant is proposing one (1) new wall sign on the southern façade with the same dimensions (1.5 ft by 12 ft) as the existing wall sign on the western façade (approved by DARB at its November 1, 2022 meeting). Additionally, the applicant proposes painting the southern façade (facing the parking lot) the same red color (Bolero Red SW7600, per 2022 documentation) as the western (Main Street) façade.

A couple things to note:

- At the November 1, 2022 DARB meeting, a wall sign on the southern façade was not approved.
- Schedule VIII notes that in the C-1 District, 2.0 square feet of wall sign area per linear foot of building façade. The southern façade is an estimated 13 linear feet, so a (1.5x12) 18 square foot wall sign meets the sign area standard.
- The application has a note which says “*Light up!*” An email with the Applicant’s agent clarified that “*If the application is approved, a licensed electrician will install the lighting and handle the permit application process.*”
- The submittal suggests the black portion above the southern façade door is 19ft. While we assume the intent was to show 19ft from ground level to top of structure, §720-83(E)(2) states that “*a wall sign shall be placed no higher than the bottom window sill of the second floor or 18 feet, whichever is less.*”

Findings

The Downtown Sign District is intended to:

- Establish special regulations for signs within the C-1 District, plus property located in the North Main Street Historic District and the South Main Historic District;
- Reflect the need to preserve, protect and promote the unique historic character and architecture of downtown Fond du Lac;
- Apply to any new sign and/or the restoration, relocation, replacement or modification of any existing sign or sign area.

Relevant Code Sections:

- 720-83 D Sign shape, color, materials and illumination shall be complementary to the character and architecture of the building for which it is affixed. Signage shall reflect, to the extent practical and appropriate, the Downtown Fond du Lac Partnership Design Guidelines, as may be amended from time to time.
- 720-83 E (4) Allowable sign area shall be based on the linear dimension of the building facade to which the sign is affixed. Wall signage is allowed on a facade that directly abuts a public street, the private parking lot that serves the affected property, or the shared driveway of a shopping center. Where signage has no background frame or cabinet, sign area shall be calculated as the surface area defined by the smallest rectangle or combination of rectangles to encompass the outer limits of the advertising message, announcement, logo or decoration.

DARB Action

The Downtown Architectural Review Board must determine if the proposed exterior façade alternations, including signage, are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.



City of Fond du Lac
Building Inspection Division
160 South Macy Street
PO Box 150
Fond du Lac WI 54936-0150
920.322.3570
fdlinspections@fdl.wi.gov

1-20-26 -> BD interoffice mail
3/10/26 -> BD email

APPLICATION FOR SIGN PERMIT

Address of Sign Location: 101 N Main St
Business Name: Fast Teco
Phone Number: [REDACTED]
Email address: [REDACTED]

Sign Erector Name: OWNER
Address: 907 Stony Brook drive Manitowish WI 54222
Telephone: [REDACTED]
Email: [REDACTED]

☐ Total Valuation of Project 5,000

Please see City of Fond du Lac Sign Ordinance chapter 720 80-88 & Schedule VIII for all sign regulations and requirements.

☒ **CHANGE OF COPY
NEW SIGN**

- ☐ Awning
☐ Directional
☐ Ground (Pole or Monument)
☐ Projecting
☒ Wall
☐ Temporary Sign (15 days max per quarter)
Display sign dates: _____

SPECIAL REVIEW:

- ☐ Historic/Landmark
☐ Downtown Sign District (DARB)
☐ Variance Approved/Appeal No. _____
☐ Special Highway 41 Sign District

Building Façade Linear Dimensions: North: _____ ft South: _____ ft East: _____ ft West: _____ ft
Linear Footage of Lot Frontage: 1.5' x 12' Like Front North: _____ ft South: _____ ft East: _____ ft West: _____ ft

Awning Valuation \$ _____

Lettering and/or pictorial matter to advertise/identify a place of business shall constitute a wall sign; sign area shall be charged to area permitted. Where awning signage is limited to one line of non-illuminated lettering on the fascia and a logo on the façade, sign area shall not be charged to total permitted.

Existing Awning Sign Area: _____ square feet Proposed Awning Sign Area: _____ square feet

Directional Sign(s) Valuation \$ _____

Four allowed; each not to exceed 4.5 square feet in area, 4 feet in height.

Existing: No: _____ Area (each) _____ Height (each): _____

Proposed: No: _____ Area (each) _____ Height (each): _____

Projecting Sign(s) Valuation \$ 5000

North Façade Existing: _____ square feet Proposed: _____ square feet
South Façade Existing: _____ square feet Proposed: _____ square feet
East Façade Existing: _____ square feet Proposed: _____ square feet
West Façade Existing: _____ square feet Proposed: _____ square feet

Wall Sign(s) Valuation \$ _____

North Façade Existing: _____ square feet Proposed: _____ square feet
South Façade Existing: _____ square feet Proposed: _____ square feet
East Façade Existing: _____ square feet Proposed: _____ square feet
West Façade Existing: _____ square feet Proposed: _____ square feet

Ground Sign Valuation \$ _____

Existing Area: _____ square feet Height: _____ feet Setback*: _____ ft
Proposed Area: _____ square feet Height: _____ feet Setback*: _____ ft

*(Measurement from lot line to cabinet or pole, whichever is closest).

Application for permit to erect sign(s) is made in accordance with the applicable ordinances of the City of Fond du Lac. The undersigned hereby agrees to hold the City of Fond du Lac harmless from any and all damages, claims or causes of action whatsoever of any nature by reason of erection, use, continuances or maintenance of said sign.

Print Name- Applicant

Signature- Applicant

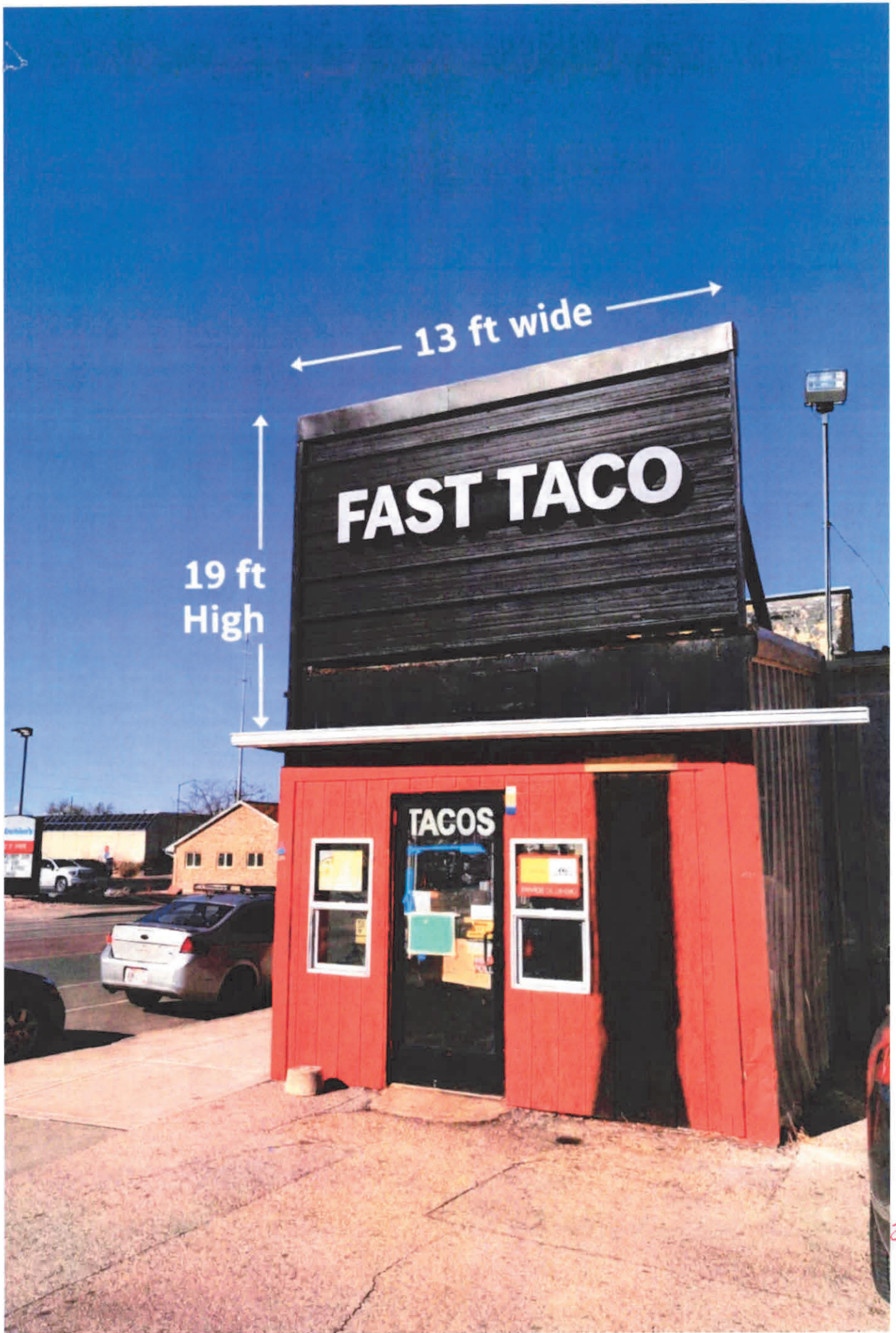
Date

1.5' x 12' size

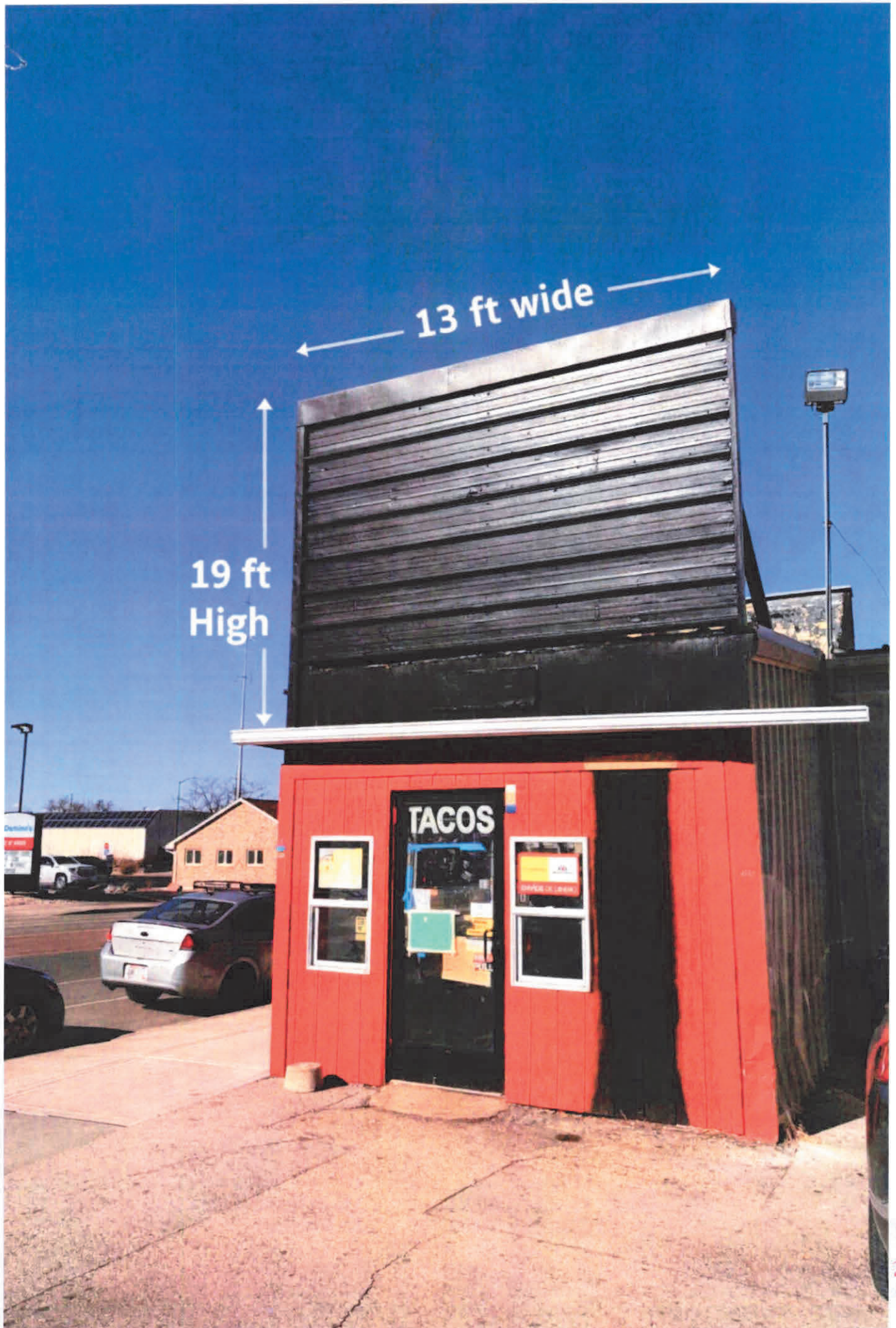
This
↓

Want
Same Here
↓





Redd
3/10/24
Ⓞ



Existing Building



Proposed new paint



Proposed new sign & new paint



**DOWNTOWN ARCHITECTURAL REVIEW BOARD MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: 9 S Main Street (Edith's)

Subject: Proposal: Front & Rear Façade Improvements (new
windows) via Building Improvement Grant (BIG)
Applicant: Sam Meyer

ATTACHMENTS:

File Name

9 S Main St - DARB Application_redacted.pdf

9 S Main St Memo.doc

Ediths Exterior Facade -updated Elevations Sheet.pdf

Ediths - Current Photos.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 9 S. Main St
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)			
Name: <u>Samuel Meger</u>			
Business Name: <u>NA</u>			
Mailing Address: [REDACTED]	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address: [REDACTED]	Phone Number: [REDACTED]		
Project Representative (Complete this information if the project representative is not the project applicant)			
Name: <u>Sam</u>			
Mailing Address: <u>S.A.A.</u>	City:	State:	ZIP:
Email Address:	Phone Number:		
Landowner (Complete this information if the project applicant is not the property owner.)			
Name: <u>Historic Cigar Factory Lofts LLC</u>			
Mailing Address: <u>S.A.A.</u>	City:	State:	ZIP:
Land Use Information – Project Site			
Describe the use of the building: <u>retail + residential</u>			
If the proposed project involves a new business or use, identify the most recent use of the building:			
Acknowledgement for Project Completion (Landowner or Tenant)			
As the responsible party for the project, I hereby acknowledge that failure to complete the project as approved by the Downtown Architectural Review Board may result in a requirement to modify and/or redo work and/or delay occupancy.			
SIGNATURE _____		DATE _____	

PROJECT DETAILS

- | | |
|--|--|
| ☒ EXTERIOR PAINT | ☐ SIGN - WALL |
| ☒ WINDOWS – REPLACE EXISTING | ☐ SIGN - PROJECTING |
| ☒ WINDOWS – NEW OPENING OR MODIFY EXISTING | ☐ AWNING |
| ☒ EXTERIOR ALTERATIONS/REPAIR | ☐ NEW BUILDING |
| ☐ BUILDING ADDITION/EXPANSION | |

DESCRIPTION OF PROPOSED PROJECT AND TIMELINE FOR COMPLETION:

See attached. DARB review for front + rear design only. Colors + trim profiles will come back to DARB later

PROJECT APPLICANT SIGNATURE _____

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: March 27th, 2026
To: Downtown Architectural Review Board
From: Matt Miller, AICP, CNU-A, Interim Community Development Consultant
Re: Project Review – 9 S Main Street (Edith's)

Project Analysis

Proposal: Front & Rear Façade Improvements (new windows) via Building Improvement Grant (BIG)
Historic Status: None
Design Review: The Downtown Architectural Review Board must determine if the proposed façade improvements are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

9 S Main Street is located between E Division Street and Sheboygan Street in the C-1 (Central Business) district. This project is seeking Building Improvement Grant (BIG) funding, meaning the exterior property improvements are subject to the review and approval of the Downtown Architectural Review Board. The BIG funding is a component of pursuing a CDI grant opportunity through WEDC.

The property is the former home of Edith's, with future mixed-use consisting of three (3) main floor tenant spaces and eight (8) second floor apartments planned. The applicant is proposing updated front and rear façade designs featuring new windows, as depicted on Sheet A4.2. It appears that the replacement windows' style and aesthetic are cohesive with neighboring buildings. As offered by the Applicant, and validated by staff, *"Colors and trim profiles will come back to DARB at a later date for approval."*

Findings

The Downtown Design Overlay District is intended to:

- Preserve and restore unique and historic buildings;
- Ensure the coordinated design of new buildings and changes to existing buildings;
- Minimize adverse impacts on adjacent properties from buildings that may detract from the character and appearance of the district;
- Aid in improving the overall economic viability of the district.

The Building Improvement Grant (BIG) is designed to:

- Incentivize property owners to undertake exterior property improvements which will lead to increased property values within Downtown Fond du Lac.
- Support building projects that will help move the needle forward to a more aesthetically vibrant downtown.

Relevant Code Section:

- 720-42 D (6) Windows and doors should be similar in size, proportion and alignment based on the architectural style of the building. Original door and window openings and accenting features shall be maintained where practical. First floor windows are required and shall establish visibility and transparency along the street. Replacement windows and doors should, where possible, fit into the original opening, minimizing the amount of blocking and/or filler panels. Replacements should match the existing/original in size, shape and arrangement of panes.

DARB Action

The Downtown Architectural Review Board must determine if the proposed façade improvements are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Consultant

General Contractor
Project Status
Preliminary

Issued

Drawn By: ☐ Item
Checked By: ☐ Item

Mixed Use
Fond du Lac, WI

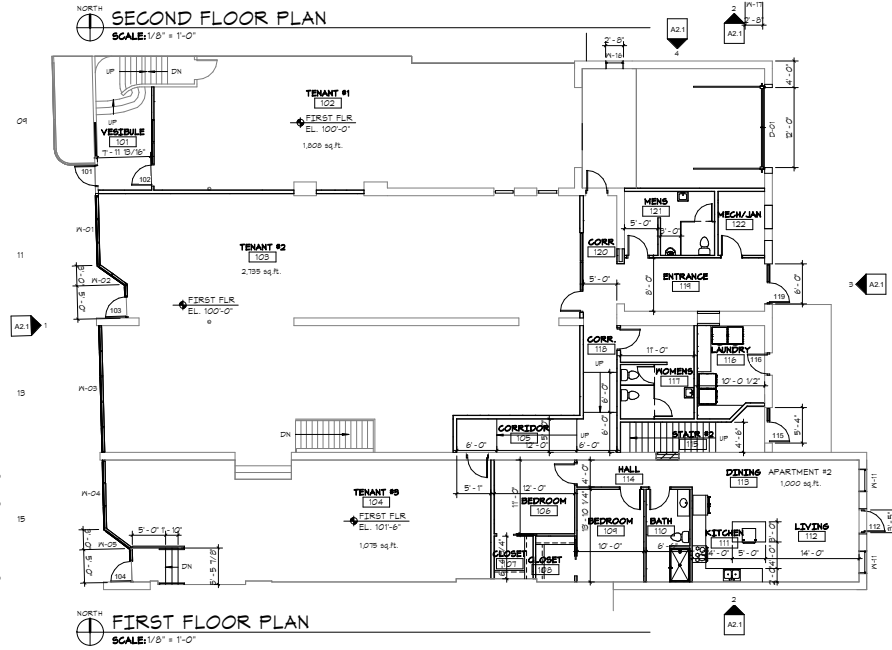
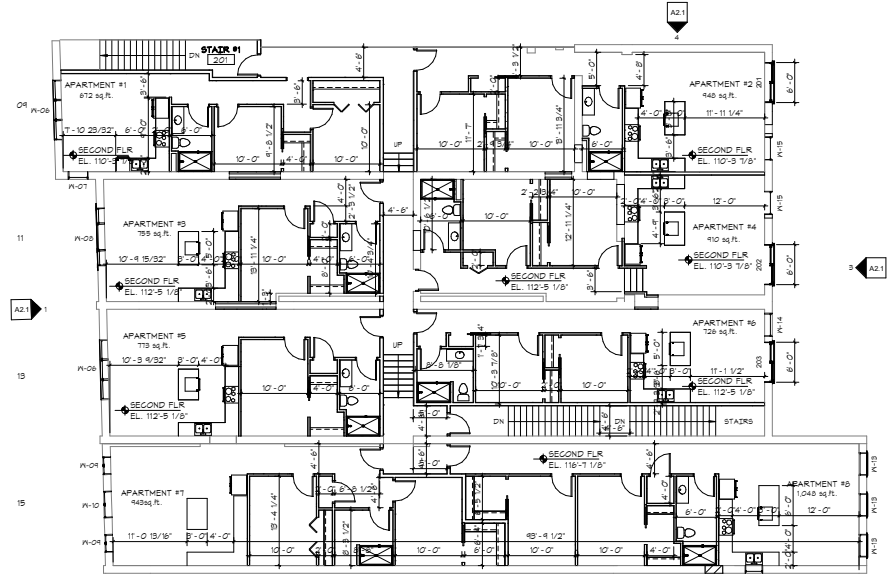
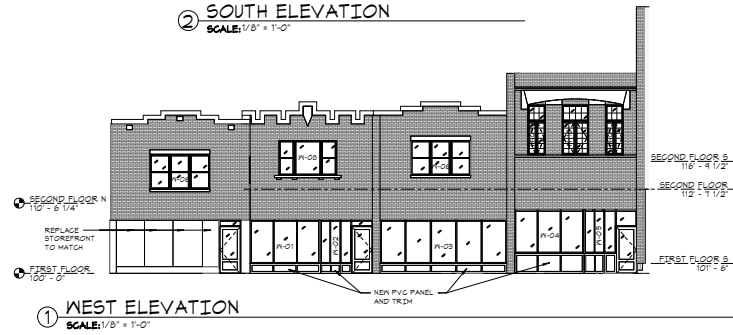
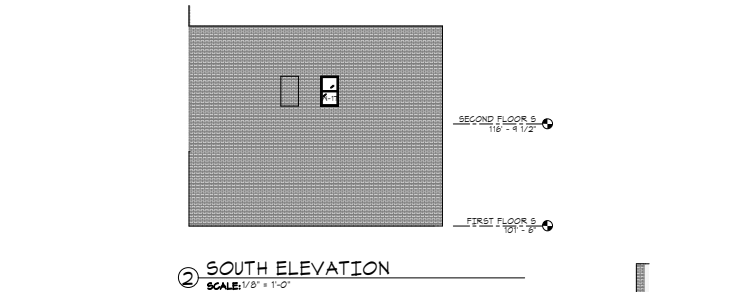
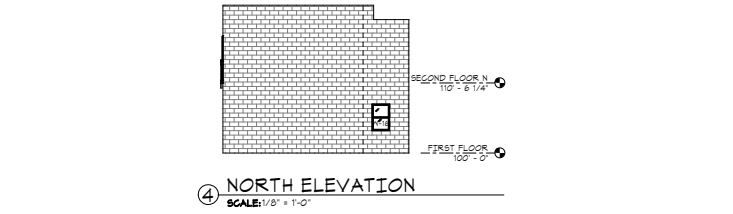
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SECOND
FLOOR PLANS**

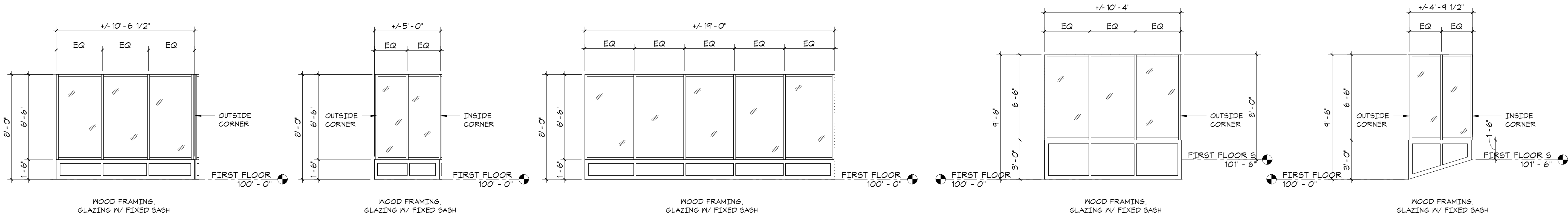
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**Meyer Property
Group, LLC**

25-019
Project Number

A2.1

Sheet Number
3/26/2024 7:47:52 PM





W-01

SCALE: 1/4" = 1'-0"

W-02

SCALE: 1/4" = 1'-0"

W-03

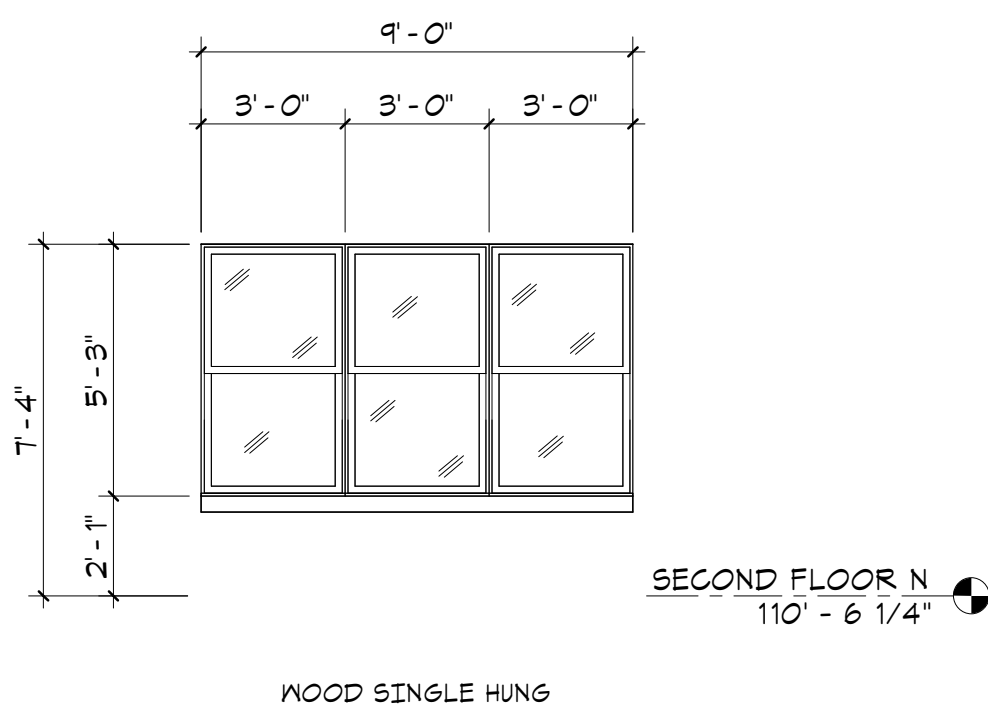
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W-04

SCALE: 1/4" = 1'-0"

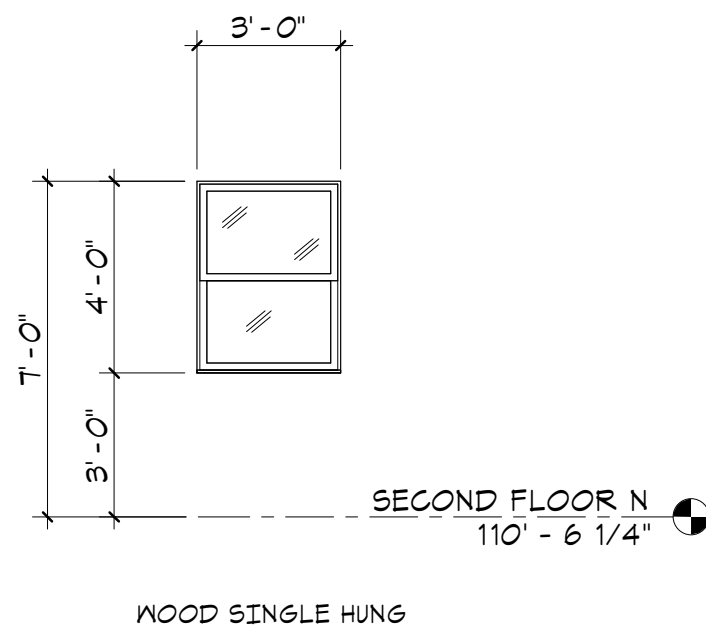
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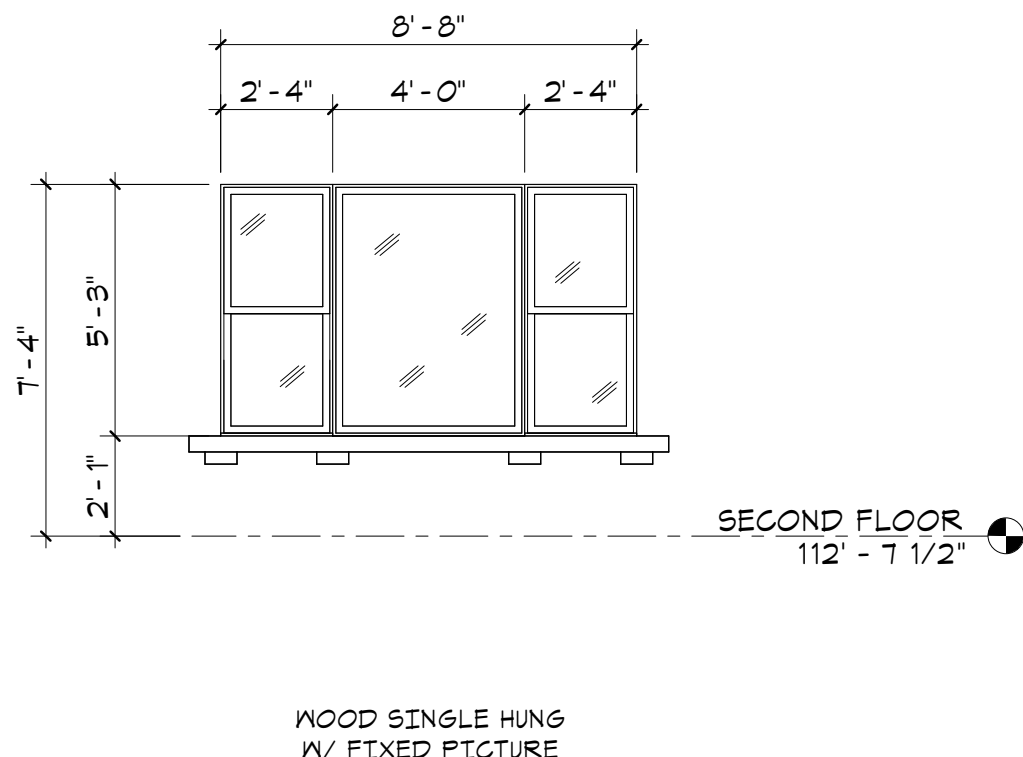
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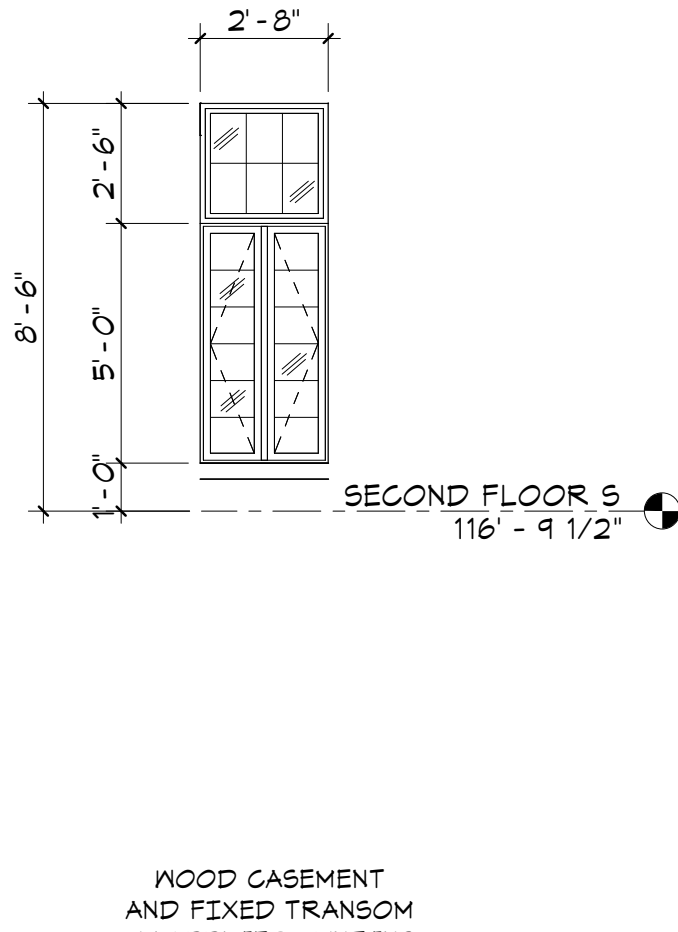
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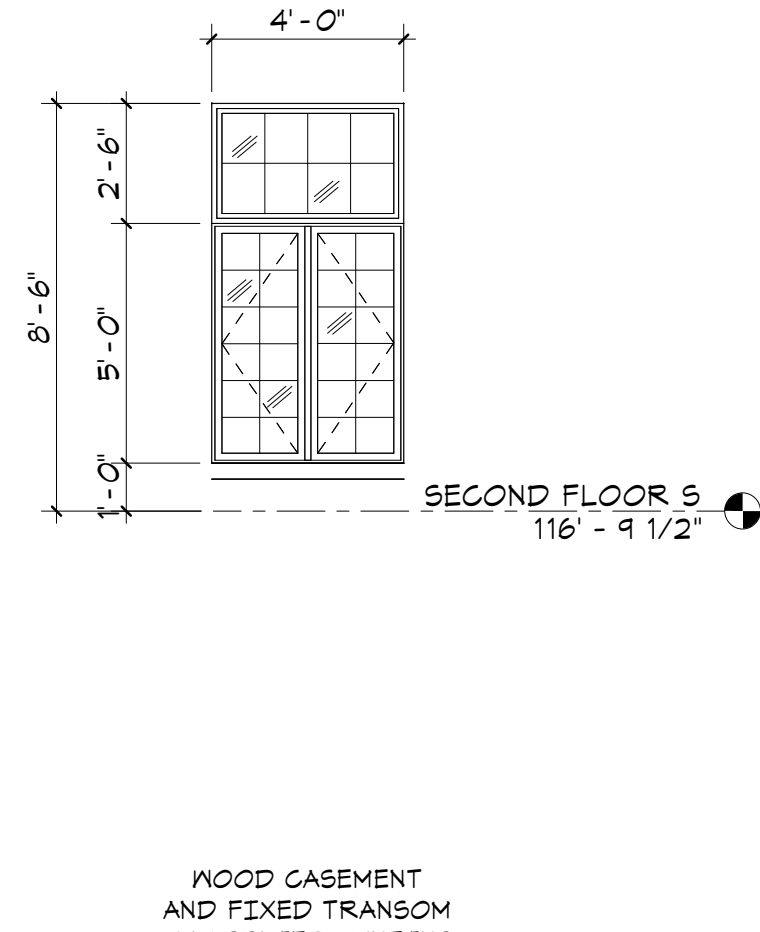
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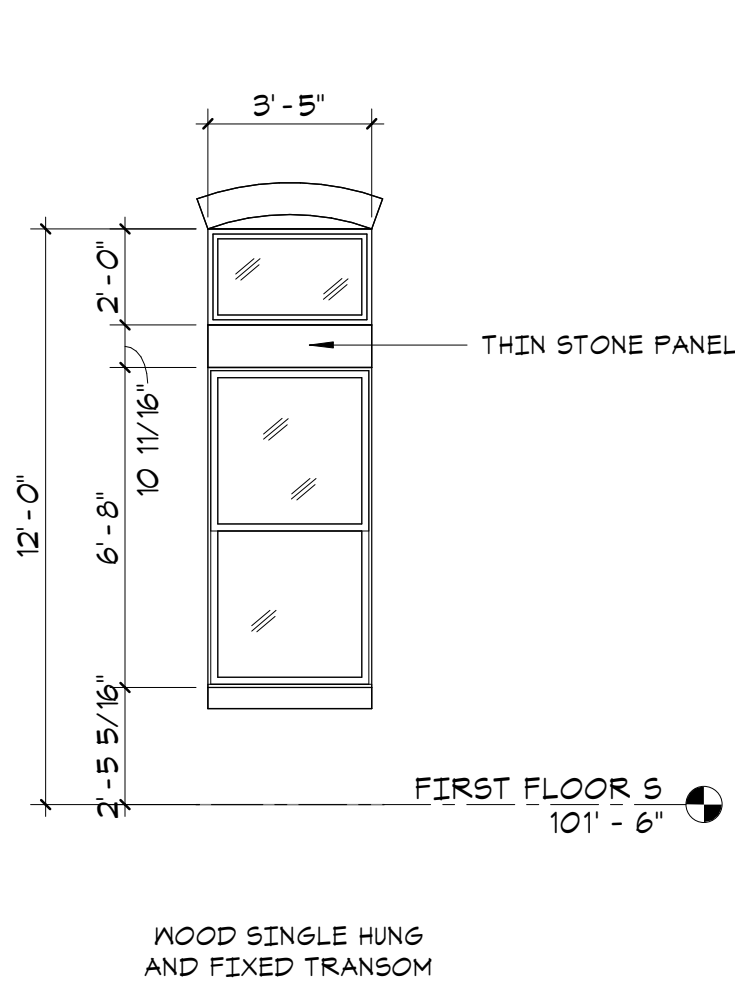
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SCALE: 1/4" = 1'-0"



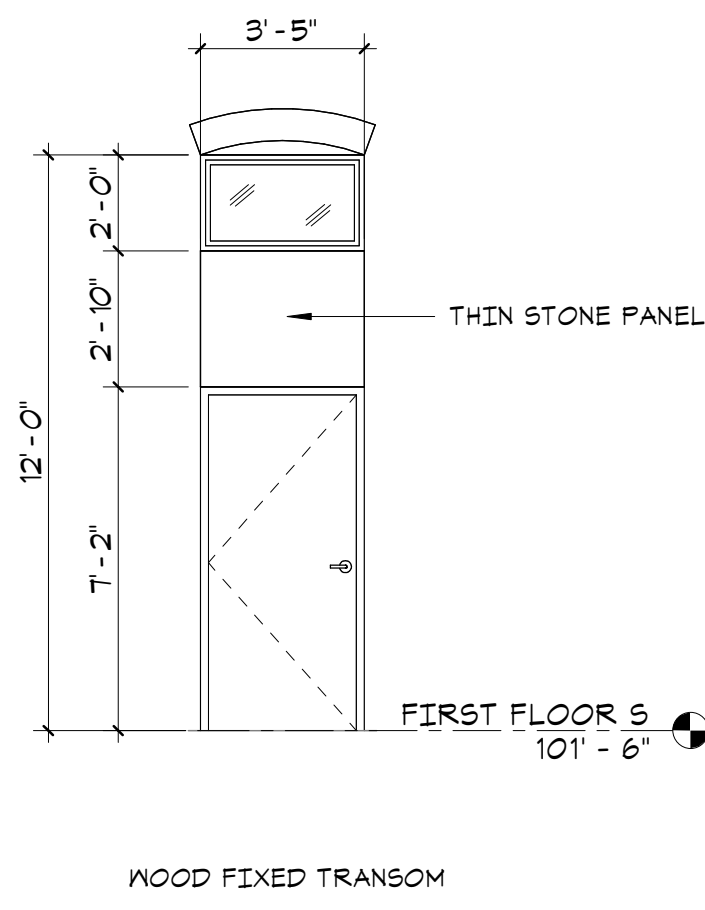
W-10

SCALE: 1/4" = 1'-0"



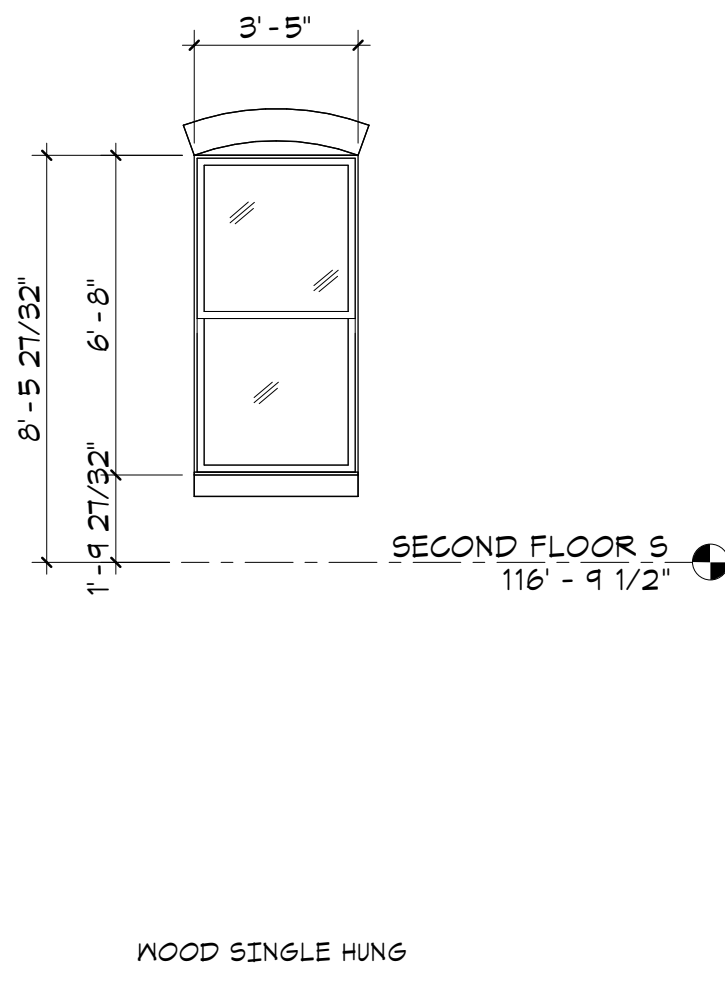
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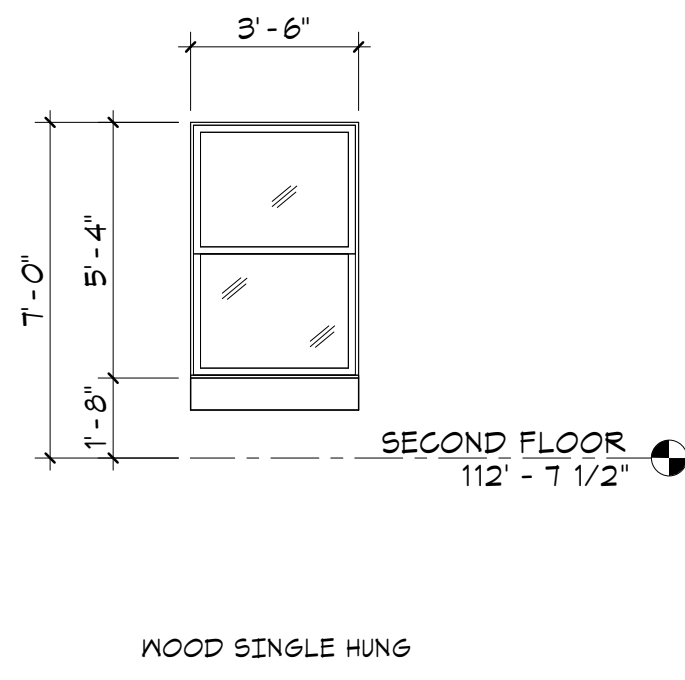
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SCALE: 1/4" = 1'-0"



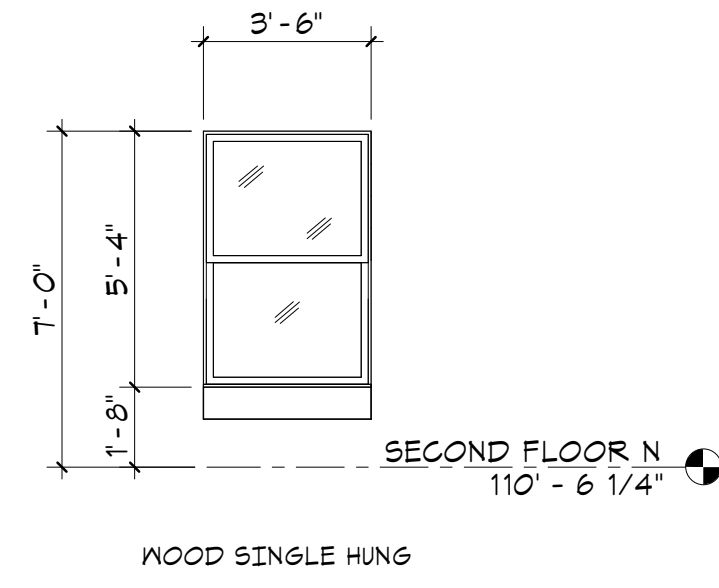
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SCALE: 1/4" = 1'-0"



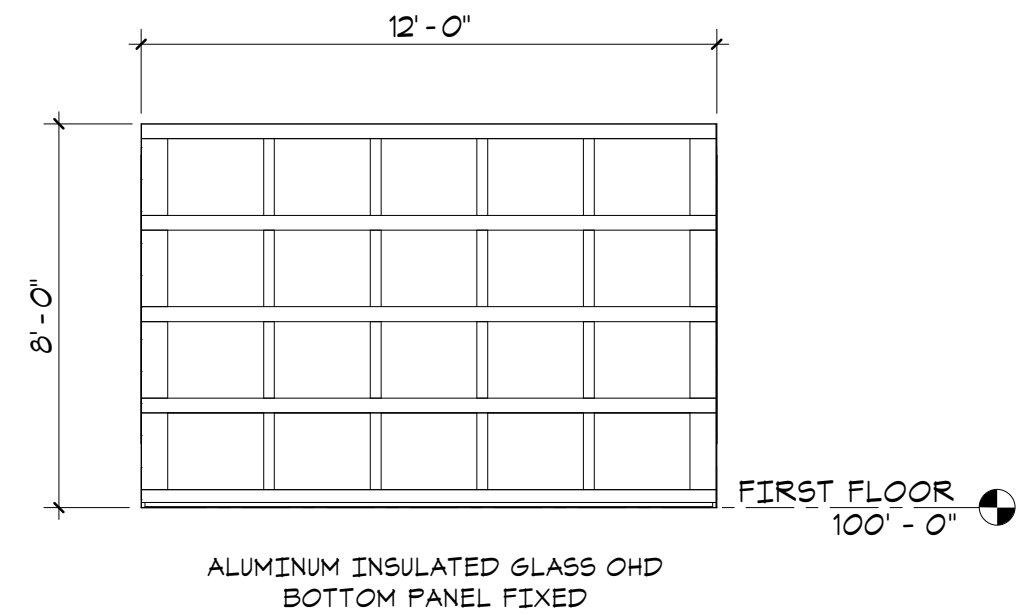
W-14

SCALE: 1/4" = 1'-0"



W-15

SCALE: 1/4" = 1'-0"



D-01

SCALE: 1/4" = 1'-0"



Architects in
Common LLC

N9224 Mengel Hill Road
Fond du Lac, WI 54937
920.933.2611

www.architectsincommon.com

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Consultant

General Contractor

Project Status

Preliminary

Issued

Drawn By: tkent

Checked By: tkent

Mixed Use
Fond du Lac, WI

Issue Date: 3-19-2026

Sheet Contents

WINDOW
ELEVATIONS

Project Designed For:

Meyer Property
Group, LLC

25-019

Project Number

A4.2

Sheet Number

3/19/2026 9:12:29 PM



Noth back side



Back



South back side



Front

**DOWNTOWN ARCHITECTURAL REVIEW BOARD MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: 183 S Main Steet (Bird's Eye View Optical)

Subject: Proposal: Projecting Sign
Applicant: Angela Roloff

ATTACHMENTS:

File Name

DARB Application 183 S Main St_redacted.pdf

183 S Main St Memo.doc

BEV LOGO PROOF 03-19-26.pdf

BEV NORTH PROOF 03-19-26.pdf

BEV SOUTH PROOF 03-19-26.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 183 S. Main St. FDL, WI
ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)

Name: ANGELA L. RDLOFF

Business Name: BIRD'S EYE VIEW OPTICAL

Mailing Address:

City:

FOND DU LAC

State:

WI

ZIP:

54935

Email Address:

Phone Number:

Project Representative (Complete this information if the project representative is not the project applicant)

Name:

Mailing Address:

City:

State:

ZIP:

Email Address:

Phone Number:

Landowner (Complete this information if the project applicant is not the property owner.)

Name: SAM MEYER

Mailing Address:

City:

Fond du lac

State:

WI

ZIP:

54935

Land Use Information – Project Site

Describe the use of the building: Optical Retail

If the proposed project involves a new business or use, identify the most recent use of the building: BAR

Acknowledgement for Project Completion (Landowner or Tenant)

As the responsible party for the project, I hereby acknowledge that failure to complete the project as approved by the Downtown Architectural Review Board may result in a requirement to modify and/or redo work and/or delay occupancy.



SIGNATURE

March 17, 2026

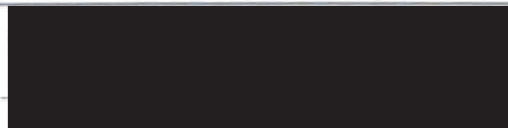
DATE

PROJECT DETAILS

- | | |
|---|---|
| ☐ EXTERIOR PAINT | ☐ SIGN - WALL |
| ☐ WINDOWS – REPLACE EXISTING | ☒ SIGN - PROJECTING |
| ☐ WINDOWS – NEW OPENING OR MODIFY EXISTING | ☐ AWNING |
| ☐ EXTERIOR ALTERATIONS/REPAIR | ☐ NEW BUILDING |
| ☐ BUILDING ADDITION/EXPANSION | |

DESCRIPTION OF PROPOSED PROJECT AND TIMELINE FOR COMPLETION:

PROJECT APPLICANT SIGNATURE



CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: March 27th, 2026
To: Downtown Architectural Review Board
From: Matt Miller, AICP, CNU-A, Interim Community Development Consultant
Re: Project Review – 183 S Main Street (Bird’s Eye View Optical)

Project Analysis

Proposal: Projecting Sign

Historic Status: Contributing property of South Main Historic District (South Main Street Historic District is a national district)

Design Review: The Downtown Architectural Review Board must determine if the proposed projecting sign is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

183 S Main Street is located between 3rd Street and 4th Street, east of Veteran’s Park. The property is situated in the C-1 (Central Business) district, and the proposal is subject to the review and approval of the Downtown Architectural Review Board. The property is a contributing property to the South Main Street Historic District.

The property is the future home of Bird’s Eye View Optical (currently, it is the bar Beernuts). The applicant is proposing one (1) new projecting sign on the front (western) building façade. The oval sign design is estimated at 36” by 24,” with decorative 23” by 9” eyeglasses hanging from the decorative mounting bracket. From a plat of survey, the building has 47.65 ft of frontage along Main St. The Applicant reports the total projecting sign size as 7.5 square feet, which meets code. The sign shall have a vertical clearance to grade of at least 8ft to fulfill §720-11(C)(2)(a).

Findings

The Downtown Sign District is intended to:

- Establish special regulations for signs within the C-1 District, plus property located in the North Main Street Historic District and the South Main Historic District;
- Reflect the need to preserve, protect and promote the unique historic character and architecture of downtown Fond du Lac;
- Apply to any new sign and/or the restoration, relocation, replacement or modification of any existing sign or sign area.

Relevant Code Sections:

- 720-83 C Sign shape, color, materials and illumination shall be complementary to the character and architecture of the building for which it is affixed. Signage shall reflect, to the extent practical and appropriate, the Downtown Fond du Lac Partnership Design Guidelines, as may be amended from time to time.
- 720-83 D (1) One projecting sign for each exterior entrance of a building, where such entrance provides direct public access to a commercial use(s), shall be permitted. Allowable area per sign shall not exceed the maximum (per sign) allowed by Schedule VIII.
- 720-83 D (2) The supporting arm/bracket of a projecting sign shall use a decorative design. A uniform sign size and sign design shall be used for buildings with more than one projecting sign. Where an awning(s) with or without signage and a projecting sign(s) are utilized on the same facade, wall signage is not allowed on that particular building frontage.
- 720-83 D (3) The top of a projecting sign shall not be installed above the window sill of the second story or 18 feet above grade, whichever is less.
- 720-83 D (4) No projecting sign shall interfere with public fixtures installed within the right-of-way, including, but not limited to, street trees, street lights, directional signs, traffic devices or streetscape elements.

DARB Action

The Downtown Architectural Review Board must determine if the proposed projecting sign is compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Bracket 38" x 45"

WALL MOUNT OVAL SIGN FRAME
STEEL CONSTRUCTION
FINISHED TEXTURED BLACK POWDER COAT

SIGN OVAL NON ILLUMINATED 2-SIDED
FOAM PVC FINISHED 3M DIGITAL GRAPHIC WRAP
MATTE FINISH WITH AUTOMOTIVE MULTI YEAR
CERAMIC COATING

GLASSES NON ILLUMINATED 2-SIDED
GOLD ACRYLIC FINISHED 3M DIGITAL GRAPHIC WRAP
MATTE FINISH WITH AUTOMOTIVE MULTI YEAR
CERAMIC COATING

CHAIN BLACK OXIDE COATED

TOTAL SIGN SQUARE FOOTAGE - 7.5 SQUARE FEET

Sign OVAL 36" x 24"



Glasses 23" x 9"

SINCE 2025
BIRD'S EYE VIEW
OPTICAL INC.

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Bracket 38" x 45"

WALL MOUNT OVAL SIGN FRAME
STEEL CONSTRUCTION
FINISHED TEXTURED BLACK POWDER COAT

SIGN OVAL NON ILLUMINATED 2-SIDED
FOAM PVC FINISHED 3M DIGITAL GRAPHIC WRAP
MATTE FINISH WITH AUTOMOTIVE MULTI YEAR
CERAMIC COATING

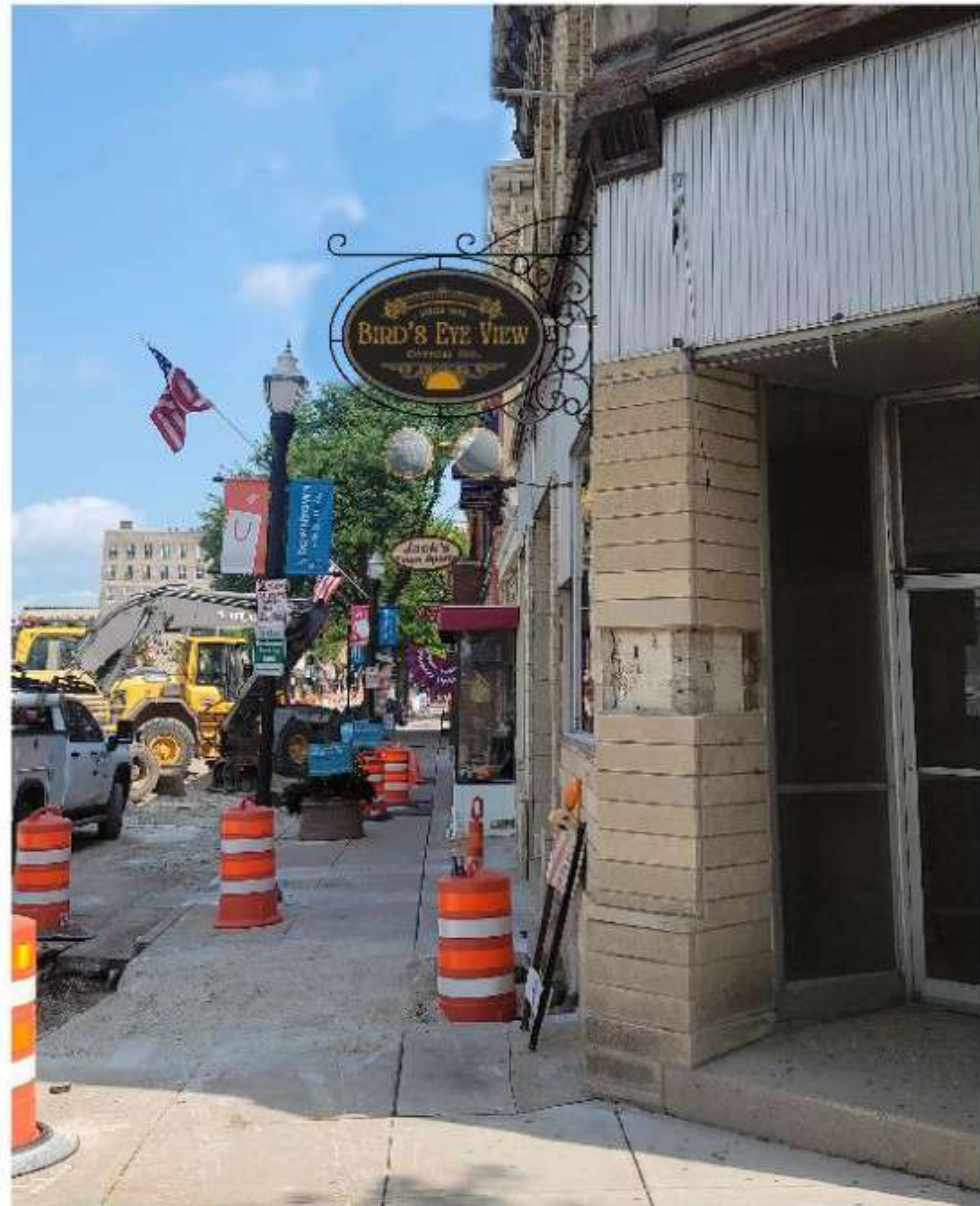
GLASSES NON ILLUMINATED 2-SIDED
GOLD ACRYLIC FINISHED 3M DIGITAL GRAPHIC WRAP
MATTE FINISH WITH AUTOMOTIVE MULTI YEAR
CERAMIC COATING

CHAIN BLACK OXIDE COATED

TOTAL SIGN SQUARE FOOTAGE - 7.5 SQUARE FEET

Sign OVAL 36" x 24"

Glasses 23" x 9"



SINCE 2025
BIRD'S EYE VIEW
OPTICAL INC.

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WALL MOUNT OVAL SIGN FRAME
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CERAMIC COATING

GLASSES NON ILLUMINATED 2-SIDED
GOLD ACRYLIC FINISHED 3M DIGITAL GRAPHIC WRAP
MATTE FINISH WITH AUTOMOTIVE MULTI YEAR
CERAMIC COATING

CHAIN BLACK OXIDE COATED

TOTAL SIGN SQUARE FOOTAGE - 7.5 SQUARE FEET

Sign OVAL 36" x 24"

Glasses 23" x 9"



SINCE 2023
BIRD'S EYE VIEW
OPTICAL INC.

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**DOWNTOWN ARCHITECTURAL REVIEW BOARD MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

Title: 272 N Main St (Death's Decor Tattoo Gallery)

Subject: Proposal: Exterior Alterations (new paint, new entry door, and improved entry ways) via North Main St Corridor Grant
Applicant: Adam Mumper

ATTACHMENTS:

File Name

272 N Main St DARB Application_redacted.pdf
272 N Main St Memo.doc
272 N Main St - Estimate (redacted).pdf
272 N Main St Photos and Color Samples.pdf



City of Fond du Lac

DOWNTOWN DESIGN REVIEW

Project Application

PROJECT LOCATION: 272-280 N Main St.

ADDRESS

Project Applicant (Business Owner/Tenant/Landowner)			
Name: <u>Adam Mumper</u>			
Business Name: <u>Death Decor Tattoo Gallery</u>			
Mailing Address: [REDACTED]	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address: [REDACTED]		Phone Number: [REDACTED]	
Project Representative (Complete this information if the project representative is not the project applicant)			
Name: <u>Rene Mumper</u>			
Mailing Address: [REDACTED]	City: <u>Fond du Lac</u>	State: <u>WI</u>	ZIP: <u>54935</u>
Email Address: [REDACTED]		Phone Number: [REDACTED]	
Landowner (Complete this information if the project applicant is not the property owner.)			
Name:			
Mailing Address:	City:	State:	ZIP:
Land Use Information – Project Site			
Describe the use of the building:			
If the proposed project involves a new business or use, identify the most recent use of the building:			
Acknowledgement for Project Completion (Landowner or Tenant)			
As the responsible party for the project, I hereby acknowledge that failure to complete the project as approved by the Downtown Architectural Review Board may result in a requirement to modify and/or redo work and/or delay occupancy.			
[REDACTED SIGNATURE]		3-19-2026	
SIGNATURE		DATE	

PROJECT DETAILS

- | | |
|--|--|
| ☒ EXTERIOR PAINT | ☐ SIGN - WALL |
| ☒ WINDOWS – REPLACE EXISTING <u>Door</u> | ☐ SIGN - PROJECTING |
| ☐ WINDOWS – NEW OPENING OR MODIFY EXISTING | ☐ AWNING |
| ☒ EXTERIOR ALTERATIONS/REPAIR | ☐ NEW BUILDING |
| ☐ BUILDING ADDITION/EXPANSION | |

DESCRIPTION OF PROPOSED PROJECT AND TIMELINE FOR COMPLETION:

Paint Front of Building East Side Concrete Both Front Entrances
Replace door

PROJECT APPLICANT SIGNATURE

Project Application - Instructions and Submittal

Refer to the *Downtown Architectural Review Board Timetable* for application submittal deadlines and meeting dates.

Checklist for submittal of a proposal for design review:

NOTE: A project will be reviewed by the Downtown Architectural Review Board as submitted by the applicant. Revisions or changes to the project that are not part of the original submittal will postpone action by the Board to a future meeting.

☐ **Project Application**

The application should describe the project and provide information regarding use of the property, along with an acknowledgement of responsibility for completion of the project in accord with DARB's approval.

☐ **Project Information**

Provide photos to show the appearance of the existing building. Provide information related to the proposed project: Paint chips, awning fabric sample, window and door specifications, etc. Where new lighting is proposed, provide details of light fixtures. For significant changes or renovation, provide a color sketch or drawing to illustrate the proposed project, including paint color and building materials. For the construction of a new building, a site plan and elevation drawings are required along with color and material samples.

☐ **Sign Proposals**

Provide photos of all existing signage on the property, including dimensions. Provide sign specifications to show color, material, dimensions and location. If exterior lighting is proposed, provide details of light fixture.

Application Submittal

Refer to the *Downtown Architectural Review Board Timetable* for application submittal deadlines and meeting dates.

An application for design review may be filed at the City of Fond du Lac Community Development office located on the 4th floor of the City-County Government Center, 160 South Macy St, or submitted electronically via email to: CD@fdl.wi.gov

For applications submitted via email, please call 920-322-3440 to confirm receipt of electronic submittal.

Downtown Architectural Review Board Meeting

The Downtown Architectural Review Board meets on the first Tuesday of the month at 12:00 p.m. in Meeting Room A of the City-County Government Center, 160 S Macy Street. Meeting dates are listed in the *Downtown Architectural Review Board Timetable*. The project applicant or representative must attend the meeting to present the proposal.

Project Review: The purpose of the Downtown Design District is to enhance the character and appearance of Downtown Fond du Lac. The Community Development Department analyzes each proposal and prepares a recommendation for the project. The project analysis and recommendation is provided to the applicant in advance of the public meeting.

DARB Meeting: The Chairperson will ask the project applicant to present the proposal. The Board may have questions for the applicant and/or City staff. Public comment will be invited. In reviewing a project the Downtown Architectural Review board considers the overall impact, along with the City regulations of the Downtown Design District, and the Downtown Fond du Lac Partnership Guidelines. An appeal of the Board's decision may be considered by the Board of Appeals.

Project Approval Time Limitation: A project approved by the Downtown Architectural Review Board must begin within one year from the date the approval was granted and continue with due diligence. If a project does not begin within one year of its approval, the action of the Downtown Architectural Review Board is null and void. Failure to complete the project as approved by DARB may result in a requirement to modify and/or redo work and/or delay occupancy.

DARB meeting agendas and minutes may be viewed on the City's website: www.fdl.wi.gov

FOR INFORMATION OR ASSISTANCE CONTACT THE COMMUNITY DEVELOPMENT DEPARTMENT: (920) 322-3440

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: March 27th, 2026

To: Downtown Architectural Review Board

From: Matt Miller, AICP, CNU-A, Interim Community Development Consultant

Re: Project Review – 272 and 280 N. Main Street (Death’s Décor Tattoo Gallery)

Project Analysis

Proposal: Exterior Alterations (new paint, new entry door, and improved entryways) via North Main Street Corridor Grant

Historic Status: None

Design Review: The Downtown Architectural Review Board must determine if the proposed exterior alterations are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

272 N Main Street is at the intersection of N. Main Street and W. Arndt Street in the C-2 (General Business) district. This project is seeking North Main Street Corridor Grant funding, meaning the exterior property improvements are subject to the review and approval of the Downtown Architectural Review Board.

The property is the home of Death Décor Tattoo Gallery. The applicant proposes several external improvements, which they further clarified in email correspondence on Friday March 27, 2026:

- Dig out the two (2) existing entryways and replace with concrete.
- Replace an existing entry door (272 N Main St.), and paint the entry door at 280 N. Main St.
- Painting the eastern (N. Main St.) façade, specifically that façade’s upper face, brick, and 272/280 entryways with *Sherwin Williams 6019 230-C6 “Poetry Plume.”* A color swatch is included in the packet materials. The Applicant noted that the other three sides of the building will go back to brick with no paint.

Findings

The Downtown Design Overlay District is intended to:

- Preserve and restore unique and historic buildings;
- Ensure the coordinated design of new buildings and changes to existing buildings;
- Minimize adverse impacts on adjacent properties from buildings that may detract from the character and appearance of the district;
- Aid in improving the overall economic viability of the district.

The North Main Street Corridor Grant Program is intended to:

- Provide financial support to businesses to help them grow and prosper. By restoring and updating building façades, a welcoming environment to attract more visitors will be created;
- Encourage the maintenance and enhancement of building façades by restoring and updating building exteriors while incorporating modern elements.

Relevant Code Section:

- 720-42 D (6) Windows and doors should be similar in size, proportion and alignment based on the architectural style of the building. Original door and window openings and accenting features shall be maintained where practical. First floor windows are required and shall establish visibility and transparency along the street. Replacement windows and doors should, where possible, fit into the original opening, minimizing the amount of blocking and/or filler panels. Replacements should match the existing/original in size, shape and arrangement of panes.

DARB Action

The Downtown Architectural Review Board must determine if the proposed exterior alterations are compatible with the spirit and intent of the Downtown Design Overlay District regulations and the Downtown Fond du Lac Partnership Design Guidelines.

Capelle Bros. & Diedrich, Inc.

General Contractors

248 North Hickory Street
P.O. Box 1274
Fond du Lac, WI 54936-1274
(920) 921-7830 Fax: (920) 921-4679

March 19, 2026

Ron Mumper Building
280 N Main St.
Fond du Lac, WI 54935

Attn: Ron

Re: Estimate to Remove and Replace Two Stoops and Tile Repair

Estimate

We estimate the cost for labor, materials and equipment necessary to complete the above referenced project as detailed below:

Obtain building permit
Remove concrete and tile stoops at 272 & 280 N Main St.
Saw-cut and remove top 6" of foundation walls at both stoops
Remove approximately 4'x5' section of floor and tile in 280 N Main foyer
Repair decking below as necessary
Install self adhesive waterproofing membrane on decking at both stoops
Form and pour new concrete stoops with light broom finish
Reinforce concrete with #4 rebar 12" on center each way
Dowel into existing foundation walls
Saw-cut crack control joints as necessary
Seal concrete
Patch quarry tile and base in foyer (match as closely as possible)

TOTA ESTIMATED COST \$ 12,530.00

Alternate

To remove and replace aluminum entrance door and sidelite at 280 N Main with new hardware
ADD \$ 6,240.00

Respectfully Submitted,

CAPELLE BROS. & DIEDRICH, INC.


Rob Ellison

JOB SITE

Death's Decor Tattoo and Gallery - Comm-Ext
280 N Main St
Fond du Lac, WI 54935

PREPARED BY

Matt Gardner
Residential Sales Associate



CLIENT

Death's Decor Tattoo and Gallery
280 N Main St
Fond du Lac, WI 54935

CLIENT CONTACTS

Ron Mumper

PRICING:

Front Facade =	\$2,636.85
Subtotal:	\$2,636.85
2.5% Environmental & Logistics Fee	\$65.92
Total:	\$2,702.77
Deposits Due	\$500.00
Balance	\$2,202.77

GENERAL SCOPE OF WORK

Proposal includes preparations, priming as needed, and painting two coats the front facade only on the building as identified and specified below.

- Minor EFIS repair to holes in the upper siding
- Scraping and priming compromised paint on the front brick and wood portions
- Painting to front brick and wood surfaces
- Painting to EFIS facade to include wrapping corners to natural stopping point.
- Painting to exterior side of Tatoo Parlor entry door

Excludes south, west, and north sides of the building. Customer to remove signage prior to painting.

INCLUDES AND EXCLUDES

EXCLUDES:

- Any structure, surface, or component not listed as included

North, West, South sides of the building

Concrete stoop excluded at this time

SURFACE PREPARATION

- Scrape loose/chipping/peeling paint
- Spot prime

Surface Preparation

- We will hand clean or pressure wash the surface to be painted before we commence any surface preparation to remove any surface dirt and kill any mildew. This will prepare the surfaces for painting/staining.
- As discussed, surfaces to be painted are in relatively good shape, but there will still be some surface preparation needed to bring the substrate to a condition where it will readily and properly accept the application of the finish coat of paint/stain. That preparation is outlined above

SET-UP

CUSTOMER TO:

Ensure crew has access to project areas, Make sure vehicles are clear of work area, Make sure doors that are being painted are unlocked

CERTAPRO WILL COVER & PROTECT

All surfaces not to be painted, Cameras, Concrete

CERTAPRO WILL

Guarantee Coverage of all specified surfaces/components

CLEAN UP**Daily**

Ladders are taken down and stored in a designated area along with all other tools and supplies. All debris will be swept and removed from the property or deposited in the appropriate trash receptacle according to your preference.

Upon Completion

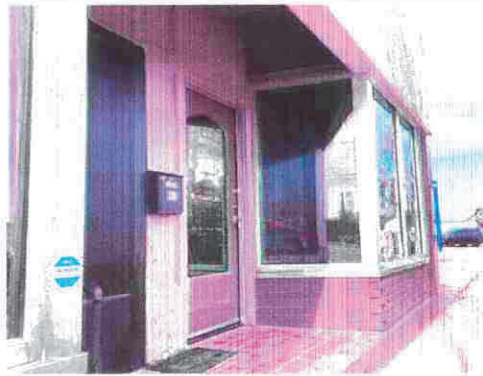
All tools, supplies, and equipment will be removed from the property. Depending on the condition of the existing coating, preparation can produce literally thousands of paint chips. We do our best to collect as many of them during the process and final clean-up as we can. However, depending on the surrounding area (mulch, stone, or grass) it is nearly impossible to pick up every chip. Some chips may remain; however, they will disappear over time.

PROPOSAL AND COLOR SPECIFICATIONS

Surface/Item	Product	Paint / Primer Coats	Color
Front Facade -			
Siding - Brick/Wood	Loxon XP-Other-Satin Loxon Concrete & Masonry	2/1	TBD Brick
Siding - EFIS	Loxon XP-Other-Satin	2/0	TBD EFIS
Entry Door - Exterior Side	Duration-Acrylic Latex-Satin	2/0	TBD Front Door
Siding - Prep & Repair			
Entry Ceilings	Loxon XP-Other-Satin	2/0	TBD EFIS

ADDENDUM - ALL PICTURES

Front Facade -



Front Facade -



Front Facade -



Front Facade -



Front Facade -

Replace Door/Shutters

NOTES

Thank you for allowing CertaPro the opportunity to provide you with a proposal for your project. Our goal is to provide you with an "Extraordinary Painting Experience" from start to finish.

Customer Satisfaction

Quality is our number one priority in serving you. We always guarantee satisfaction of our services and stand behind our work.

PLEASE CAREFULLY REVIEW ALL OF THE ITEMS, AREAS AND COMPONENTS THAT ARE INCLUDED AS WELL AS THOSE THAT ARE EXCLUDED TO ENSURE THAT THERE IS NO MISUNDERSTANDINGS AS TO THE SCOPE OF THE PROJECT. ANY ITEMS, AREAS, AND COMPONENTS NOT SPECIFICALLY INCLUDED ARE EXCLUDED.

This offer is valid for 60 days.

CertaPro Painters reserves the right to substitute comparable products only due to product availability. While every effort is made to ensure accuracy of specifications, it may be necessary to modify the specified products in order to complete your project on time.

ADDITIONAL NOTES

Closing

We will do our best to minimize the hassle of having us paint at your facility, we understand we are guests. As is standard, a highly professional, customer service oriented, CertaPro painting experience is expected and guaranteed.

Picking Your Colors

Please have your color selections to your sales associate no later than **14 days** before your anticipated/desired project start date.

Do you need help with color selection? Here are some options:

1. See the Sherwin Williams Color Visualizer at <https://www.sherwin-williams.com/visualizer/>. This website allows you to experiment with different colors and styles in a variety of settings.
2. Go to CertaPro Color Advice at <https://certapro.com/paint-color-ideas/>
3. Color Swatches are available at your nearest Sherwin Williams Store.
4. Color Renderings can be provided. These are an additional charge for custom design work. Complexity varies from project to project so this service will be billed additional based on time required to complete and is not included in the price of the project.
5. All colors are chosen and verified by the customer. CertaPro Painters is not responsible for dissatisfaction or repainting cost due color choices, lighting differences, or digital Variations. Please confirm colors before work begins.

Scheduling:

Our goal is always to complete your paint job as promptly and efficiently as possible. However, there are many factors affecting the timing of paint jobs, especially exterior paint jobs, such as weather, material availability, unforeseen delays, or add-ons, etc. The last thing we want to do is rush through a job or have painters bounce back and forth between jobs. We will set a tentative target date for your project but please understand the date could change as these factors play out. Our production team will provide clear communication in the weeks and days leading up to your project to keep you updated on schedule changes.

Exterior Surfaces Painting or Staining

- For windows, doors, and shutters, it is understood that only the exterior portion of these surfaces are included in this proposal. If both sides of these types of items are to be included, it would be specifically spelled out.
- For screens and storm windows, included in this estimate is the amount to paint only those observed at the time of the estimate unless specifically called out that there are additional items stored elsewhere and we can count those also.

Payment Terms

A deposit of 20% is due upon contract signing. Once the deposit and signed contract are received, your project will be put in the schedule. The balance or payment is due net 15 upon completion of the project. **ALL INVOICES PAST 15 DAYS OF TERMS WILL BE ASSESSED A 1.5 % FINANCE CHARGE PER MONTH.**

We also offer online payment options by following this link: <https://certapro.com/ecwi/pay-now/>

If paying with check, please provide a check made out to CertaPro Painters to the Job Site Supervisor assigned to your project. If paying by credit card, please contact our office.

As required by the Wisconsin construction lien law, claimant hereby notifies owner that persons or companies performing, furnishing, or procuring labor, services, materials, plans, or specifications for the construction on owner's land may have lien rights on owner's land and building if not paid. Those entitled to lien rights, in addition to the undersigned claimant, are those who contracts directly with the owner or those who gives the owner notice within sixty days after they first perform, furnish, or procure labor, services, materials, plans or specifications for the construction. Accordingly, owner probably will receive notices from those who perform, furnish, or procure labor, services, materials, plans or specification for the construction, and should give a copy of each notice received to the mortgage lender, if any. Claimant agrees to cooperate with the owner and the owner's lender, if any, to see that all potential lien claimants are dually paid.

The prices quoted are based on paying by cash or check and already include a 3.5% discount. While we prefer payments by cash or check, we also accept VISA, MASTERCARD, and DISCOVER cards only, but be aware that the discount will be added back into the amount run on your card.

SIGNATURES

	02/17/2026		
CertaPro Painters Authorized Signature	Date	Authorized Client Signature	Date
		Authorized Client Representative Name & Title	
		Client	

PROPERTY PHOTO AND VIDEO RELEASE

☒ By checking this box, I consent to CertaPro and its agents taking photographs and videos of the property identified in the Proposal and using that content for marketing and advertising purposes. I represent that I have authority to grant this consent, either on my own behalf or on behalf of the property owner.

PAYMENT DETAILS

Payment is due: In full upon job completion

COMMERCIAL DEFINITIONS AND CONDITIONS OF THIS CONTRACT

RELATIONSHIP — The individual giving you this proposal is an independent contractor licensed by CertaPro Painters® to use its systems and trademarks to operate a painting franchise. The work will be completed by the independent franchised contractor. Please make any check payable to the franchise shown on the front of this proposal.

COLORS — Colors may be chosen by the client prior to commencement of work. If, after the job starts, a color change is required, the independent Contractor will have to charge for time and material expenses incurred on the original color.

UNFORESEEN CONDITIONS — Should conditions arise which could not be determined by visual inspection prior to starting work, the client must pay an agreed upon extra for the completion of such work.

PROPOSAL — This proposal is valid for 60 days after it was written. In addition, the Independent Franchised Contractor should be informed of your desire to have the work done and receive a signed copy of the proposal before work is to be started.

ATTENTION CLIENT:

YOU, THE BUYER, MAY CANCEL THIS TRANSACTION AT ANY TIME PRIOR TO MIDNIGHT OF THE THIRD BUSINESS DAY AFTER THE DATE OF THIS TRANSACTION. SEE THE BELOW NOTICE OF CANCELLATION FOR AN EXPLANATION OF THIS RIGHT. (SATURDAY IS A LEGAL BUSINESS DAY IN CONNECTICUT.) THIS SALE IS SUBJECT TO THE PROVISIONS OF THE HOME SOLICITATION SALES ACT AND THE HOME IMPROVEMENT ACT. THIS INSTRUMENT IS NOT NEGOTIABLE.

NOTICE OF CANCELLATION

YOU MAY CANCEL THIS TRANSACTION, WITHOUT ANY PENALTY OR OBLIGATION, WITHIN THREE BUSINESS DAYS FROM THE ABOVE DATE. IF YOU CANCEL, ANY PROPERTY TRADED IN, ANY PAYMENTS MADE BY YOU UNDER THE CONTRACT OR SALE, AND ANY NEGOTIABLE INSTRUMENT EXECUTED BY YOU WILL BE RETURNED WITHIN TEN BUSINESS DAYS FOLLOWING RECEIPT BY THE SELLER OF YOUR CANCELLATION NOTICE, AND ANY SECURITY INTEREST ARISING OUT OF THE TRANSACTION WILL BE CANCELLED. IF YOU CANCEL, YOU MUST MAKE AVAILABLE TO THE SELLER AT YOUR RESIDENCE IN SUBSTANTIALLY AS GOOD CONDITION AS WHEN RECEIVED, ANY GOODS DELIVERED TO YOU UNDER THIS CONTRACT OR SALE, OR YOU MAY, IF YOU WISH, COMPLY WITH THE INSTRUCTIONS OF THE SELLER REGARDING THE RETURN SHIPMENT OF THE GOODS AT THE SELLER'S EXPENSE AND RISK. IF YOU DO MAKE THE GOODS AVAILABLE TO THE SELLER AND THE SELLER DOES NOT PICK THEM UP WITHIN TWENTY DAYS OF THE DATE OF CANCELLATION, YOU MAY RETAIN OR DISPOSE OF THE GOODS WITHOUT ANY FURTHER OBLIGATION. IF YOU FAIL TO MAKE THE GOODS AVAILABLE TO THE SELLER, OR IF YOU AGREED TO RETURN THE GOODS AND FAIL TO DO SO, THEN YOU REMAIN LIABLE FOR PERFORMANCE OF ALL OBLIGATIONS UNDER THE CONTRACT. TO CANCEL THIS TRANSACTION, MAIL OR DELIVER A SIGNED AND DATED COPY OF THIS CANCELLATION NOTICE OR ANY OTHER WRITTEN NOTICE, OR SEND A TELEGRAM TO:

Name of Seller **CertaPro Painters of East Central Wisconsin**

DATE OF TRANSACTION _____
NOT LATER THAN MIDNIGHT OF _____

I HEREBY CANCEL THIS TRANSACTION

(Buyer's Signature)

(Date)

LIMITED TWO YEAR WARRANTY

Peace of Mind with our Two-Year Limited Warranty

At CertaPro Painters®, our promise has always been that of Certainty — reassuring our customers of a worry-free and easy property improvement. Our limited two-year warranty can help provide you with some peace of mind as CertaPro Painters refreshes your space.

Subject to the limitations set forth below, for a period of two years from the date of completion of the work described in your contract, the independently owned and operated CertaPro Painters franchised business identified on your contract ("CertaPro" or the "CertaPro Business") will repair any peeling, blistering, or chipping paint resulting from defective workmanship.

How to Make a Warranty Claim

In order to make a valid warranty claim, you must:

- Retain a copy of the original contract.
- Have proof that you made payment in full.
- Make the property accessible to CertaPro to inspect and perform any warranty work and/or repairs.
- Pay for the cost of all materials used to perform the repairs.

As soon as you become aware of a potential warranty issue, you should contact the CertaPro Business named in your contract to submit a claim and schedule an inspection of your property. You may also send an email to customersforlife@certapro.com or call (800) 462-3782.

Warranty Limitations

This two-year warranty does not cover or include:

- Any work where CertaPro Painters did not supply the paint or other materials.
- Any work which was not performed entirely by CertaPro Painters.
- Varnished surfaces.
- Surfaces made of, or containing, galvanized metal.
- The cost of materials required to perform the repairs.
- Repairs to horizontal surfaces or any surface that, by virtue of its design, permits moisture to collect. Such surfaces include, but are not limited to, decks, railings, stairs, porches, roofs, and gutters.
- Exact paint match, as environmental conditions will affect the color and finish of all paints over time.
- Any issues that are caused, in whole or in part, by manufacturing defects in the paint, stain, or other products and materials used, regardless of whether the products or materials were supplied by CertaPro Painters or the customer.
- Bleeding caused by knots, rust, or cedar.
- Cracks in drywall, plaster, or wood.
- Peeling, blistering, or chipping caused by:
 - mill-glazing from smooth cedar
 - ordinary wear and tear
 - abnormal use or misuse
 - peeling of layers of paint existing prior to the work performed by CertaPro Painters
 - design, structural, or other latent defects
 - settling or movement
 - moisture content of the substrate
 - nail pops or other imperfections in siding or trim
 - abrasion, mechanical damage, abrasive cleaning, abuse, or damage resulting from the use of chemicals or cleaning agents or exposure to harmful solids, liquids, or gases
 - damage or defects caused in whole or in part by reason of fire, explosion, flood, acts of God, extreme weather conditions, misuse, alterations, abuse, vandalism, negligence, or any other similar causes beyond the control of CertaPro Painters.

This Warranty gives you specific legal rights. Some jurisdictions do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the limitations or exclusions may not apply to you.

This Warranty is the only express warranty made by the CertaPro Business and is in lieu of all other warranties, express or implied. This warranty covers only those services provided by the CertaPro Business to the original customer named on the front of the contract and is not transferable. In no event shall the CertaPro Business be liable for incidental or consequential damages or damages in excess of the original contract price. This warranty may not be altered or extended for any purpose unless done so in writing in a document executed by all parties to this contract.



Dig out and Replace
with Concrete



Now



New
paint



New
paint

