

CERTIFICATE OF APPROPRIATENESS
APPLICATION FORM FOR PROPERTIES IN THE
THIENSVILLE HISTORIC DISTRICT

Applicant: MIKELLE W. FLANNER

Name of Business: FIFTH - MAIN (E-COLLECTIQUE, LLC)

Street Address: 174 S. MAIN ST. City: THIENSVILLE State: WI Zip: 53092

Home Phone: _____ Cell Phone: (414) 530-0804 Business Phone: (262) 242-2110

Email: e.collectique@gmail.com

Property Owner: E-COLLECTIQUE, LLC

Mailing Address: 174 S. MAIN ST.

City: THIENSVILLE State: WI Zip: 53092

Contact Phone Number: (414) 530-0804

Description of

Project: UPDATING EXTERIOR SIGNS

Material, color and impact on existing feature: (INCLUDE COLOR SAMPLES) and photos or sketches and include specifications.

MATERIAL: 6MM DIBOND; COLORS: BLACK & WHITE; FOR ADDITIONAL INFORMATION PLEASE ATTACHMENTS.

Proposed Sign(s): Wall Monument/Ground _____ Pole _____ Projecting Marquee, Awning or Canopy _____

Sandwich Board _____ Directional Sign _____ (Please attach 9 copies of colored sign for HPC including size dimensions, material, and placement of sign)

Signature of Applicant: MWFL Date: 5/22/2020
Print Name MIKELLE W. FLANNER



SEE STIPULATIONS

Thiensville Historic Preservation Commission: Project Approved Project Not Approved _____

Commission Signature: Ronald Heinritz Date: 6/10/2020

(Comments/Stipulations from HPC): See attached stipulations and conditions

FIFTH-MAIN
174 S. MAIN STREET
June 10, 2020

STIPULATION: UPDATING EXTERIOR SIGNS

APPROVED:

Projecting sign, 70 inches by 14 inches to be supported by existing projecting cantilever bracket 80 inches in length. Consideration was given for bump-out entrance canopy.

Lumination: Existing external lighting to be used.

APPROVED:

North and south elevation wall signs, 60 inches by 40.75 inches

NOT APPROVED:

South elevation wall sign, size 72 inches by 48 inches

APPROVED:

External illumination for both wall signs. Fixtures : Historic cabinet marker lighting fixtures.

Fifth-Main / E-Collectique, LLC

Location: 174 S. Main Street, Thiensville, WI 53092

E-Collectique, LLC, has been operating at 174 S Main Street in Thiensville since 2012 and during COVID-19 embraced the opportunity to rebrand to DBA "Fifth Main". In coordination with this change we are looking to perform exterior building maintenance as well as update / replace exterior signage.

Fifth-Main is a local community-based Buy-Sell-Trade. In coordination with our sustainable resale element, we have recently introduced the sale of new fashions. Our eco-conscious mission statement: "A community based, global-minded company focused on extending the lifecycle of wearable goods; while providing opportunity, innovation, and organization within the industry of sustainable fashion and resale."

Our clean, modern and timeless aesthetic, that our customers have come to know and expect from E-Collectique, will continue with our rebranding to Fifth-Main. As a small locally owned business, which is immersed in the competitive resale clothing market, presenting a clean and organized storefront is crucial to our success. Our 1940's, single story, classically modern building at 174 S Main Street has provided the perfect canvas for this aesthetic. The building is rectangular in shape and is highlighted with Cuboid Ashlar stone and stucco. The building has straight aluminum trim along its flat roof line and art-deco inspired angles framing the front entrance. The rear portion of the building faces the Milwaukee River which provides a beautiful backdrop for all those visiting the store.

Throughout the past several years the rear windows of the building have started showing their age. The wood frames and make-shift/poorly fitted storm glass windows have led to a plethora of issues from poor heating / cooling to allowing entry and encasement of unwanted insects. Being that the windows proposed for replacement are on the rear of the building, abutting the Milwaukee River, not only brings us the need for clean lined, well-sealed windows. Fifth-Main is not looking to make any exterior / structural changes regarding the windows but would like to replace the existing with energy efficient aluminum framed windows. For security reasons and efficiency all windows will be non-opening (existing are already non-opening or have not had the ability open since the building was acquired). These new windows will fit within the buildings existing structure / appearance and better highlight the downtown Thiensville riverfront views. After the installation of the much-needed new windows the business intends to complete other exterior building maintenance such as cleaning of the stonework, minor repairs (paint) to the existing front entry (again the intent is not to make changes but to maintain, repair, and replace what is already existing), and standard repairs to the front awnings roof and underside/ceiling.

In addition to performing exterior maintenance / repairs, Fifth-Main is looking to refresh all exterior signage. Since 2012, the building has had one rectangular, two-sided, projecting sign (supported by an existing bracket) directly above the front entrance. Although the company has been at this location for 8+ years we still experience trouble directing customers to our business's location. The tree lined Main Street is often busy with both pedestrian and automotive traffic. As a business we have found that the one sign does not provide adequate information/direction to those passing by or those trying to locate the Fifth-Main storefront. As such, we are proposing the addition of a sign on the north and south ends of the building. Prior to the purchase of this building signs had been affixed to these same spots. The old signs left staining on the stonework that we have been unable to correct through cleaning. The proposed location of the new signs would assist in the covering of these defects.

All signs are being designed and created using high-end, durable materials for a clean timeless aesthetic. The proposed signs will not only match the aesthetic of our business but also harmoniously blend with the building and surrounding community. The signs will be black and white in color; featuring only the name of the business, "Fifth-Main" (no other logo or wording). All signs will be manufactured using 6mm DiBond (aluminum bonded to a solid polyethylene core) which is a long

lasting rustproof, waterproof, rot proof material that does not yellow in time. The north and south signs will be rectangular in shape (matching the angular lines of the building itself) and feature 3M 680 CR cut vinyl boarder and text. The projecting front entrance sign will also be rectangular shape but will be made narrower (than the existing sign. The sign will be hung using metal carabineers, eye hooks (similar to the existing and other hanging signs along Main Street) and will be discretely chained to the wall of our building. The new signs proposed for the north and south walls will feature historically inspired cabinet maker light fixtures. These fixtures will emit directly onto the signs in a manner intended to highlight but not overwhelm the building, surrounding area or roadway.

The current Thiensville village code allows for two exterior signs (one wall and one projecting). Given the shape, location, and overall aesthetic we feel three signs would achieve a symmetrical efficient design, assisting patrons coming from both directions along Main Street. The hanging front entrance sign makes use of the existing bracket and keeps with the aesthetic of other business along Main Street but can be visibly hidden by the trees planted along the front sidewalk. Taking the Village code into consideration, the proposed signs have been designed to be well under the allowed 50 square feet. All three signs combined come to 38.74 square feet total. Please refer to the provided sketches and photo mock ups.

We thank you in advance for your consideration of our requests and we are available should you need any additional information in order to achieve approvals.

Sincerely,

Mikelle Flanner for E-Collectique, LLC (DBA Fifth-Main)

Projecting Sign specifications as required by the Sign Review Application:

Distance from street curb: 48"

Distance sign projects from the building: 75"

Existing bracket: 80" x 80"

Clearance of the measured grade level to the bottom of the sign: 165"

FIFTH AND MAIN – WAIVER AND SIGN PLAN

To: Thiensville Plan Commission

Prepared by: Jon Censky, Village Planner

Date: June 10, 2020

Item # III.E.

General Information:

Applicant:

Mikelle Flanner

Status of Applicant:

Business Owner

Requested Action:

Sign Code Waiver and Plan approval

Existing Zoning:

B-1- Central Business District

Proposed Zoning:

No Change

Location:

174 South Main Street

Land Use Plan Designation:

Business

Existing Land Use:

Business

Proposal:

The applicant has submitted a concise and comprehensive summary of their ongoing business and operational plan indicating how their business has been affected by the Corona Virus and how they plan on going forward. Considering that, they are here requesting approval of their revised business identification signage for their site at 174 South Main Street.

The applicant is proposing one projecting sign over her Main Street entrance and two wall mounted signs. The projecting sign measure 70" X 14" for 6.81 square feet in size and because it extends over the front sidewalk **Section 16.17D.1.** required that: ***The owner must file with the Village Clerk a current certificate of insurance before he/she shall be permitted to install a projecting sign over a public right-of-way, and must maintain a certificate of insurance that complies with the terms of this ordinance at all times while the sign is displayed.*** **Section 16.17D.2** requires that the certificate ***must have commercial general liability aggregate of a minimum of \$1,000,000.00 and must name the Village of Thiensville as an additional insured party.***

The two wall mounted signs measure 16.98 square feet and 24 square feet in size and because they are proposed for the side of the building, they are not code compliant as the code permits wall mounted signs on the front elevation only. Therefore, the applicant must seek a waiver for these two signs. Commissioners are reminded that you do have the authority to grant such a waiver under **Section 16.24 Variances** which states: **The Plan Commission may, in its judgement, waive or modify the provisions of this chapter where it would further the public interest.**

Staff Comments:

If Commissioners grant the waiver to allow the two wall mounted signs, determination of the signage size is your discretion. Otherwise staff has no objection subject to the following:

- Filing with the Village Clerk a current certificate of insurance as required under Section 16.17D. 1 and 2 of the sign code.
- The applicant securing a sign permit prior to installation.



SIGN REVIEW APPLICATION - \$150.00 FEE
Please Allow Two (2) Weeks for Sign Review

THIS APPLICATION BEGINS THE REVIEW PROCESS BY OUR PLANNING CONSULTANT JON CENSKY WHO PERFORMS INITIAL REVIEW OF THE SIGN(S). The sign specifications must be submitted to the Village Hall at least 2 weeks prior to the Plan Commission and/or the Historic Preservation Commission meeting for review by Jon Censky. If in the Historic District, you must attend a Historic Preservation Commission meeting prior to Plan Commission.

Mr. Censky will review the sign(s) to see if they meet the Village Sign Code requirements and make a recommendation to the Plan Commission via a written report. At this time SEVEN (7) FULL SIZE COPIES OF THE COLORED SIGN GRAPHICS AND ONE SCALE SITE PLAN are required in addition to submittal of the SIGN PERMIT APPLICATION form to the Village Hall, 250 Elm Street, Thiensville two weeks prior to the meetings. Additional copies may be required upon request from Village staff.

Applicant/Petitioner Name E-COLLECTIQUE, LLC

Premises Address 174 S. MAIN ST.

Business Name FIFTH-MAIN Business Phone 262-242-2110

Property Owner E-COLLECTIQUE, LLC Address 174 S. MAIN ST.

Property Owner Phone 414-530-0804 E-mail E.COLLECTIQUE@GMAIL.COM

Contractor CKC GRAPHICS Address 1350 14TH AVE GRAFTON, WI 53024 E-mail CKCGRAPHICS@SBCGLOBAL.NET

Contractor Phone 262-377-8841 Contractor Fax _____

Estimated Project Cost: \$ TBD

Sign(s) requested: (check all that apply) Wall Monument Projecting
 Marquee, Awning or Canopy Sandwich Board On-site Directional Signs

Colored plans must include a scaled sketch of the proposed sign labeling dimensions and area, lettering (including height), colors, types of materials, method of illumination, height and dimensions of the pole or mounting bracket, and date of preparation. A summary of all existing signs that will remain on the site (including dimensions) is also required. Color and material samples must be provided for sign review.

Wall Sign, Marquee, Canopy or Awning Sign proposals must specify building elevation or a photograph of the façade on which it will be located, including a dimensioned shape showing where the sign will be placed and what size it will be.

Ground Mounted Signs and On-Site Directional Sign proposals require submittal of a scaled, dimensioned site plan, plot plan, or survey showing the proposed sign location in relation to driveways, parking areas, sidewalks, property lines, streets, and other signs on and within 20 feet of the property.

Projecting Sign proposals must specify the distance from the street curb, distance sign projects from building, the clearance from the measured grade level to the bottom of the sign, that there are no more than two faces for the projecting sign and must show that the sign, including both faces, is perpendicular to the building.

Sandwich Board Signs require submittal of a scaled, dimensioned colored graphic of the proposed sign and proposed placement of sandwich board sign.

If necessary, additional fees will be billed at an hourly rate for consulting, legal and engineering review.

After approval from the Village Plan Commission, a Sign Permit is required from the Village Inspection Department.

Signature of Applicant *mwf* Date 5/22/2020
 Signature of Owner *mwf* Date 5/22/2020

VILLAGE OF THIENSVILLE
SIGN REVIEW FEE SCHEDULE - CONSULTANT

Sign Review Includes	Application Fee	Revision Fee	Receipt #
Sign Plan Package for Entire Site, including all wall, ground, canopy and directional signs	\$150.00*	\$100.00*	
Individual Wall Sign, projecting sign, ground sign, canopy sign or directional signs	\$150.00*	\$100.00*	
Permanent Window Signage or Individual Tenant Sign on an existing Master Tenant Sign	\$150.00*	\$100.00*	
All others including temporary signs	\$150.00*	\$100.00*	

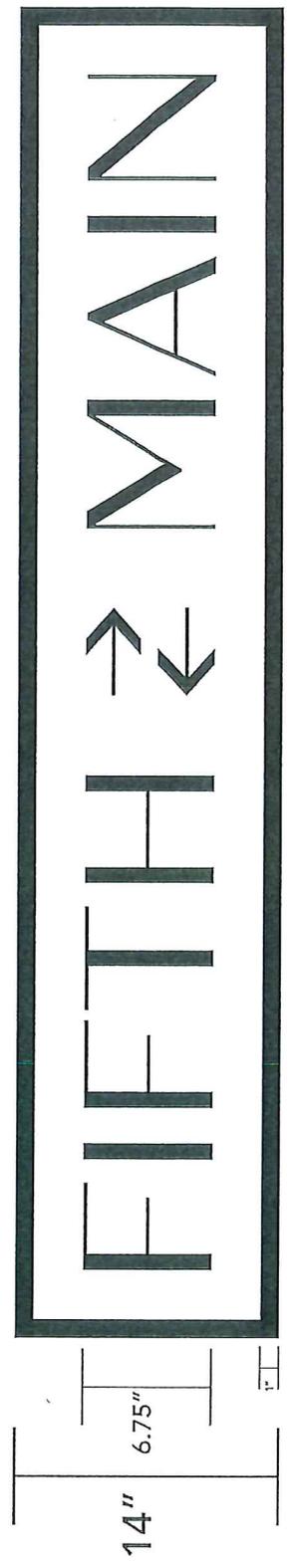
* Plus any additional costs of the Planning Consultant's review at the rate of \$50/hour.

If needed, additional review time for planning, engineering and legal services will be billed back to the applicant and no Permits or approvals will be given until all invoices are paid.

CLIENT BUSINESS	Fifth Main
CLIENT NAME/INFO	Carley Kortendick

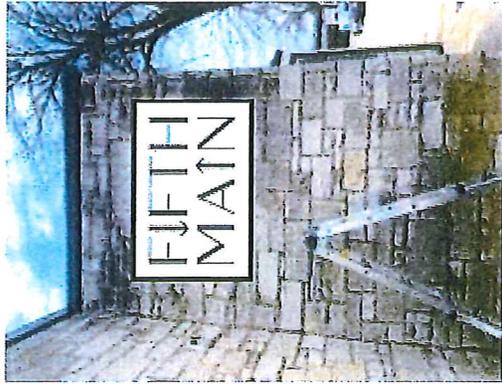
DATE CREATED	April 27, 2020
SIGN INFORMATION	70" x 14"

ADDITIONAL NOTES	Sign will be hanging from 80" bracket 6.75" letters 1" border
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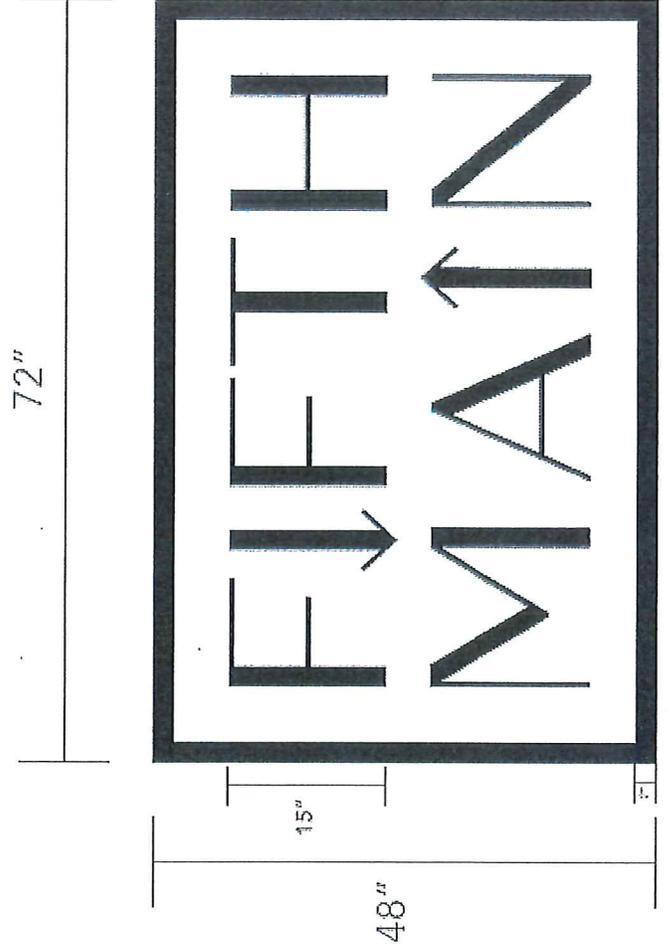
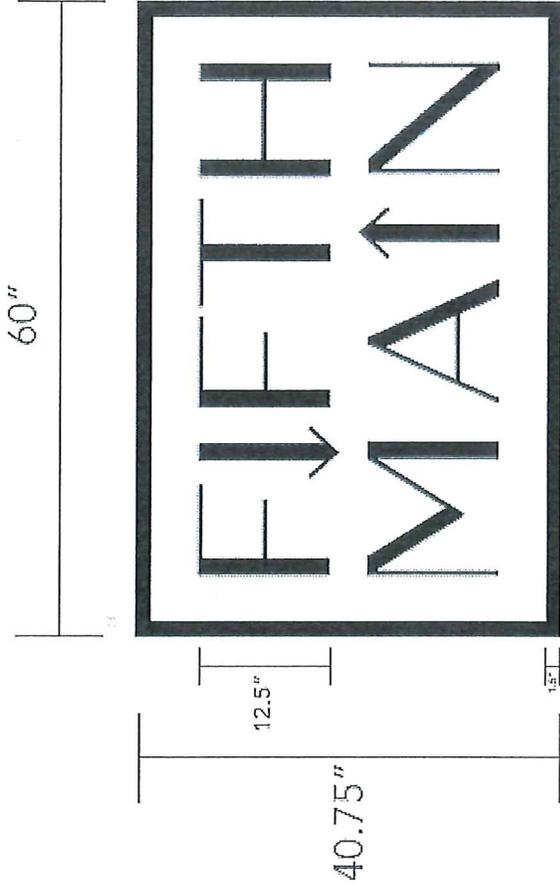
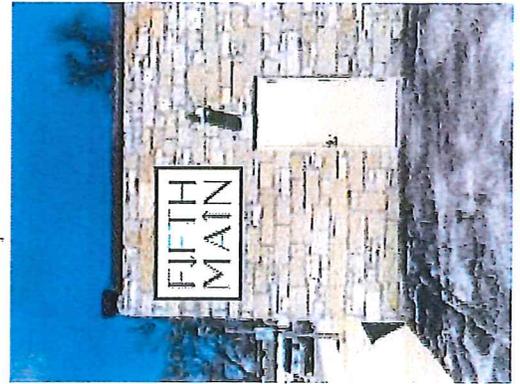
NORTH WALL SIGN

Mock-up



SOUTH WALL SIGN

Mock-up



CLIENT BUSINESS Fifth Main	Carley Kortendick Carley Kortendick	North Wall Sign - 60" x 40.75" South Wall Sign - 72" x 48"
	CLIENT NAME/INFO	SIGN INFORMATION
DATE CREATED May 21, 2020	North Wall Sign: 12.5" letters 1.5" border Black vinyl on 6 mil dibond	South Wall Sign: 15" letters 2" border Black vinyl on 6 mil dibond
ADDITIONAL NOTES		

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