





505 Lawrence Dr, De Pere, WI 54115  
920-336-8500 greenbay7signs.com

CLIENT: COMMONWEALTH CONST. CO.

LOCATION: PIONEER RIDGE APARTMENTS  
DRAWN BY: ALS  
SALESPERSON: ALS  
DATE: 06/17/16  
DESIGN #: D9575  
PAGE: 2

REVISION LOG: INTL DATE DESCRIPTION

**SIGN DETAILS**

QUANTITY: 1  
SIDES: D/F  
CABINET: FABRICATED ALUMINUM CABINET PAINTED P-1, P-2 & P-3

ILLUMINATION: NONE

COPY: "PIONEER RIDGE APARTMENTS" TO BE 1/2" FLAT CUT ACRYLIC LETTERS PAINTED P-1, THE REMAINDER OF THE COPY / GRAPHICS TO BE V-1 VINYL

FONT: TBD

COLUMN: STONE COLUMN BY COMMONWEALTH

MOUNTING: FABRICATED ALUMINUM CABINET TO BE FASTENED TO EXISTING STONE COLUMN BY CREATIVE SIGN COMPANY.  
**CSC TO ALSO PROVIDE AUGERED FOUNDATION W/ SUPPORT POLE**

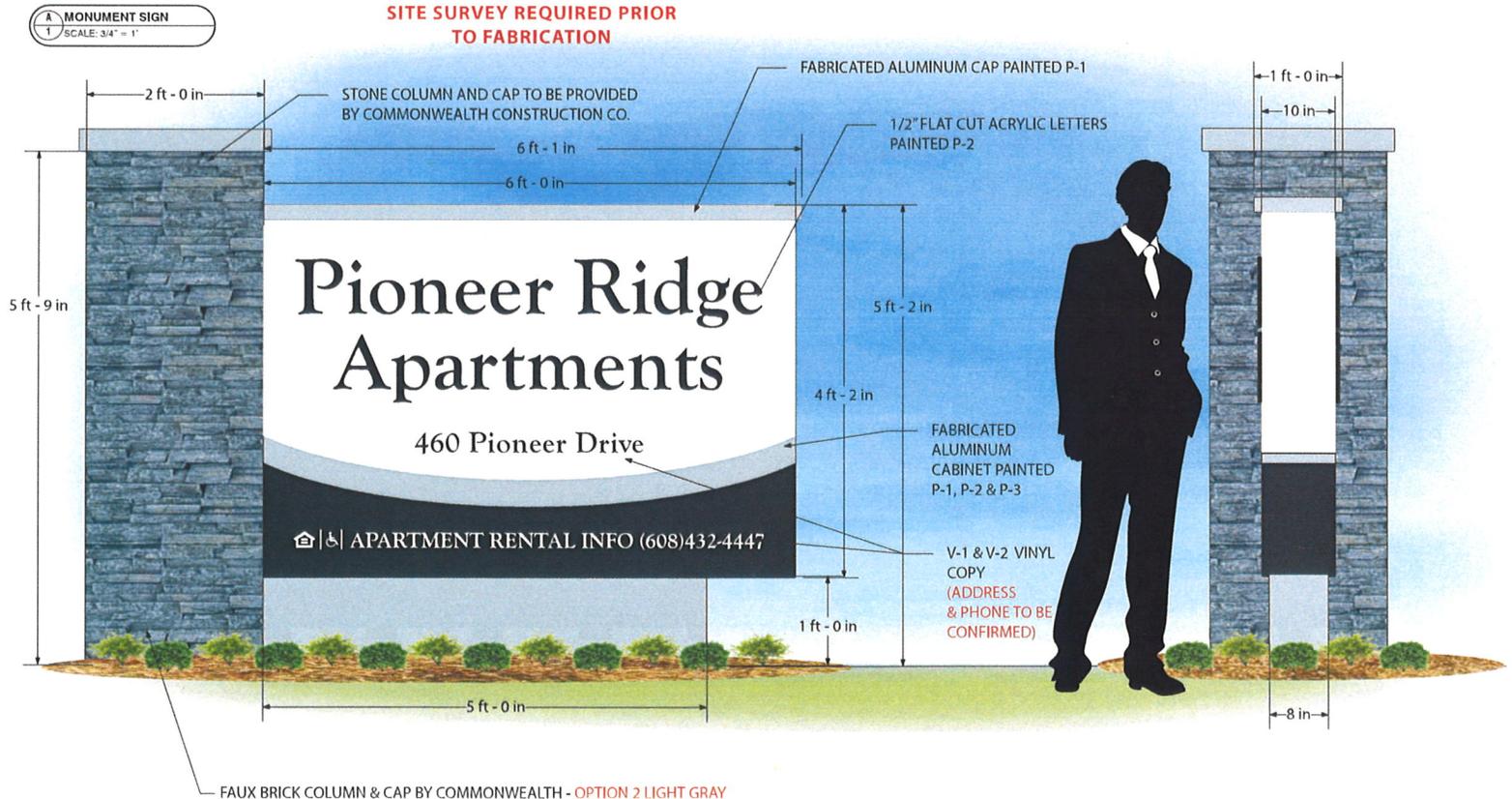
**COLORS:**

- P-1 WHITE
- P-2 MP42359 VINE CHARCOAL
- P-3 MP03340 GRAY FOG
- V-1 OPAQUE WHITE VINYL
- V-2 MATCH MP42359 VINE CHARCOAL VINYL

CUSTOMER SIGNATURE FOR DESIGN APPROVAL:

DATE

**D/F NON-ILLUMINATED MONUMENT**



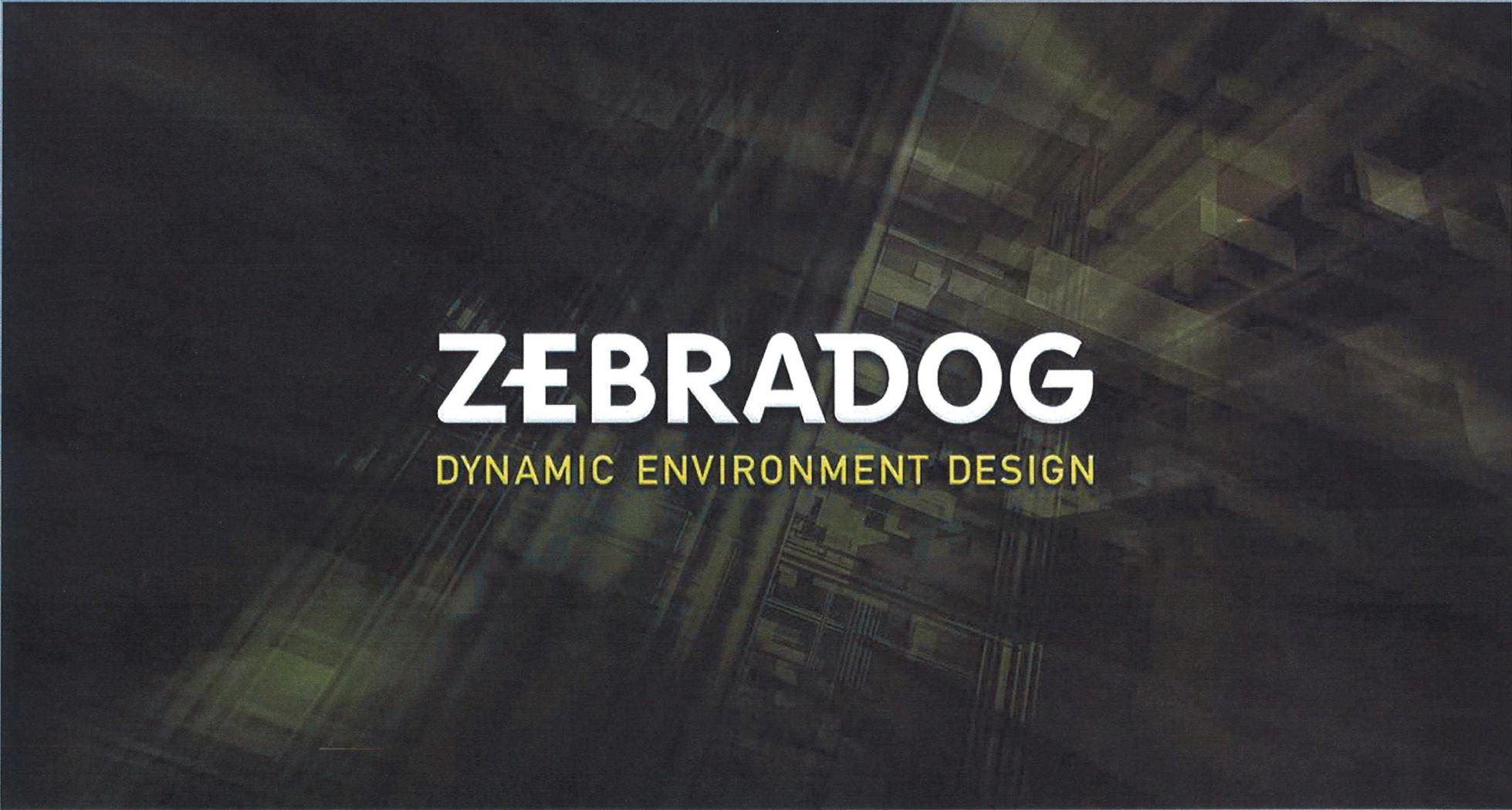
CONCEPTUAL DRAWING ONLY - NOT FOR FABRICATION PURPOSES (SIZES ARE APROX)

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DESIGN DETAIL

WISCONSIN DELLS / RIVER ARTS DISTRICT SIGN BRACKETS



# ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

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INTENT - ANY ADJUSTMENTS REQUIRED TO THE INFORMATION PROVIDED IN THIS DOCUMENTATION SHOULD BE FORMALLY IDENTIFIED AND SUBMITTED TO ZEBRADOG FOR APPROVAL.

# DESIGN DETAIL

16-WDE-002

CLIENT: WISCONSIN DELLS  
DESCRIPTION: RIVER ARTS DISTRICT SIGN BRACKETS / 16-WDE-002

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN



PERSPECTIVE - BRACKET STYLES 1 & 2  
NTS

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KC/ 04.07.2016

# DESIGN DETAIL

16-WDE-002

CLIENT: WISCONSIN DELLS  
 DESCRIPTION: RIVER ARTS DISTRICT SIGN BRACKETS / 16-WDE-002

**ZEBRADOG**  
 DYNAMIC ENVIRONMENT DESIGN

## JOB SPECS

**BRACKET FABRICATOR**

BRACKET STYLE 1

Qty. ##

Overall Size: 4'-0" W x 9" H x 3" D

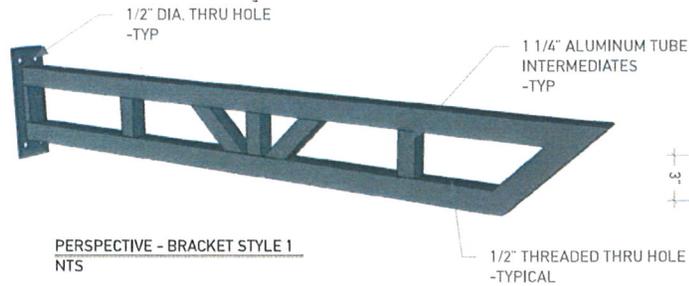
Fabricate bracket assembly with 1 1/2" aluminum tube. Use 1 1/4" aluminum tube for intermediates. Weld all joints. Cap off tube ends with welded caps. Grind all welds, debur, and ease all edges. Finish anodized or powder coated to a black oxide look. Drill 1/2" dia. threaded thru-holes through lower tube @ 3" on center to receive mounting eyebolt or threaded rod. Included two threaded eye bolts finished to match assembly. Drill 1/2" dia. thru holes in mounting plate. Threaded rod hangers not included.

**Sample Needed:**

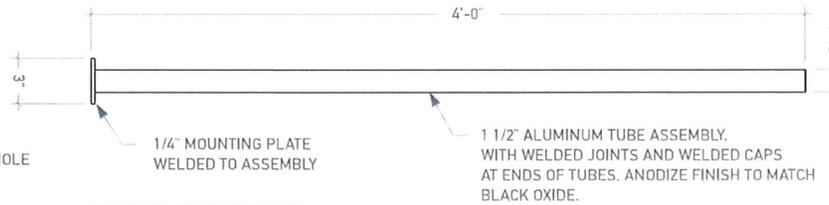
1. Submit finish color sample for approval.
2. Submit first bracket fabricated for approval before progressing with initial run of ##.

Ship To: City of Wisconsin Dells Public Works Department.

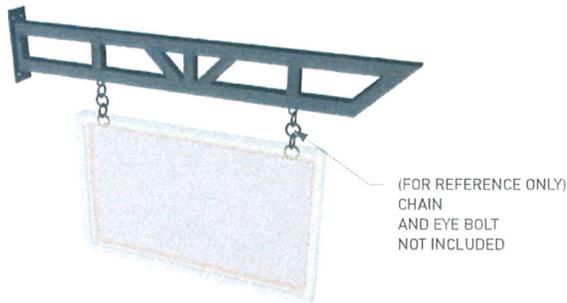
Save all templates, jigs, forms, and shop drawings for future orders.



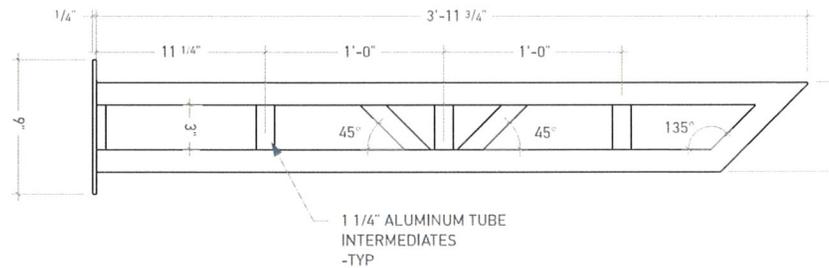
PERSPECTIVE - BRACKET STYLE 1  
NTS



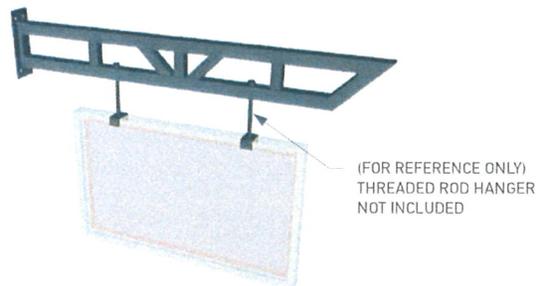
TOP VIEW - BRACKET STYLE 1  
1 1/2" = 1'-0"



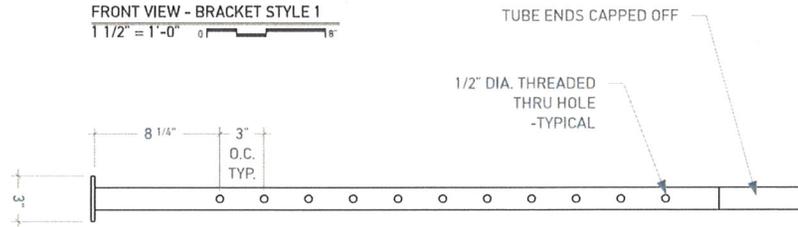
PERSPECTIVE - BRACKET STYLE 1 CHAIN MOUNTING EXAMPLE  
NTS



FRONT VIEW - BRACKET STYLE 1  
1 1/2" = 1'-0"



PERSPECTIVE - BRACKET STYLE 1 THREADED ROD EXAMPLE  
NTS



BOTTOM VIEW - BRACKET STYLE 1  
1 1/2" = 1'-0"

# DESIGN DETAIL

16-WDE-002

CLIENT: WISCONSIN DELLS  
 DESCRIPTION: RIVER ARTS DISTRICT SIGN BRACKETS / 16-WDE-002

**ZEBRADOG**  
 DYNAMIC ENVIRONMENT DESIGN

## JOB SPECS

### BRACKET FABRICATOR

#### BRACKET STYLE 2

Qty. ##

Overall Size: 3'-5 1/4"W x 9"H x 3"D

Fabricate bracket assembly extension arm with 1 1/2" Aluminum tube. Use 1" aluminum tube for intermediates. Use 1 1/4" aluminum tube for hangbar. Weld all joints. Cap off tube ends with welded caps. Grind all welds, debur, and ease all edges. Finish anodized or powder coated to a black oxide look.

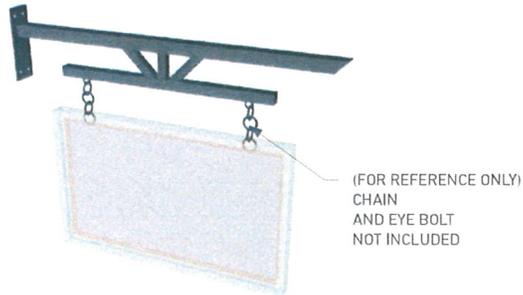
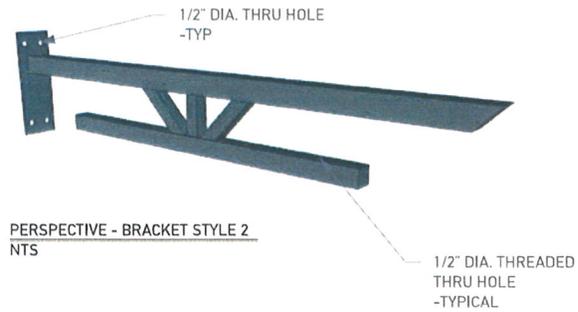
Drill 1/2" dia. threaded thru-holes through hangbar @ 3" on center to receive mounting eyebolt or threaded rod. Included two threaded eye bolts finished to match assembly. Drill 1/2" dia. thru holes in mounting plate. Threaded rod hangers not included.

#### Sample Needed:

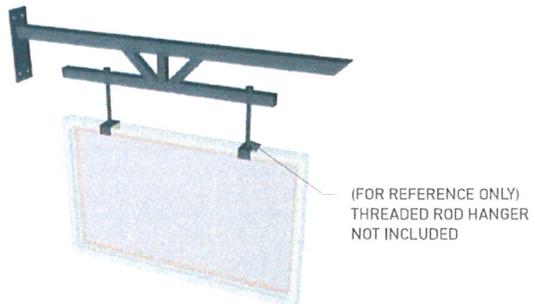
1. Submit finish color sample for approval.
2. Submit first bracket fabricated for approval before progressing with initial run of ##.

Ship To: City of Wisconsin Dells Public Works Department.

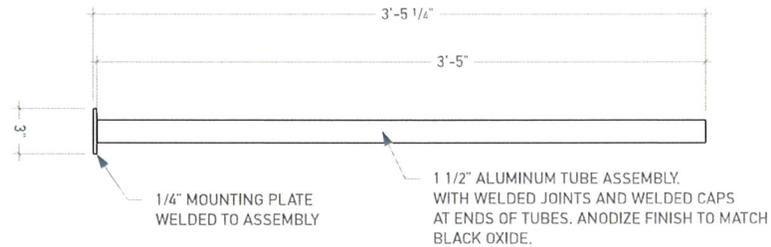
Save all templates, jigs, forms, and shop drawings for future orders.



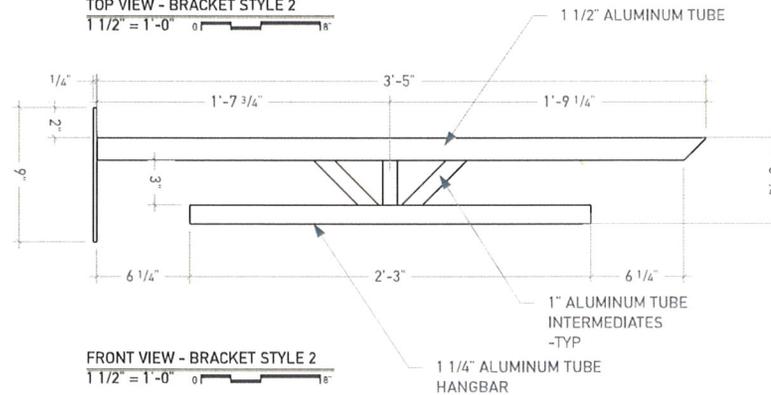
PERSPECTIVE - BRACKET STYLE 2 CHAIN MOUNTING EXAMPLE NTS



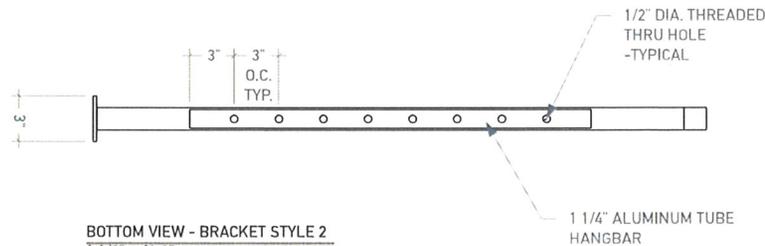
PERSPECTIVE - BRACKET STYLE 2 THREADED ROD EXAMPLE NTS



TOP VIEW - BRACKET STYLE 2  
 1 1/2" = 1'-0" 0 1 1/2"



FRONT VIEW - BRACKET STYLE 2  
 1 1/2" = 1'-0" 0 1 1/2"

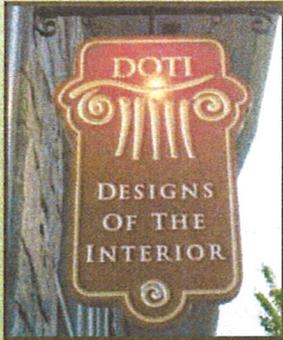


BOTTOM VIEW - BRACKET STYLE 2  
 1 1/2" = 1'-0" 0 1 1/2"

# Blade Sign

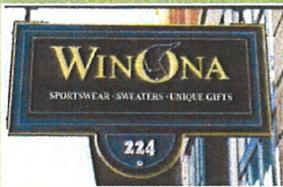
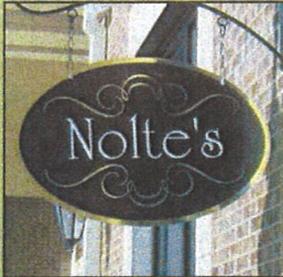
A special projecting sign attached to the building along the storefront frontage incorporating the downtown WI Dells River Arts District brand.

SIGNAGE DESIGN - TYPE SPECIFIC



### APPROPRIATE

While a standard *blade sign* bracket is required (see above image), creativity is desired for all *blade signs*. The sign shape and advertisement (e.g. lettering, logos, and other graphics) can be diverse, as illustrated in the recommended *blade sign* examples shown on the left.



## Standards

1. Each business **shall** be allowed one (1) *blade sign* per *public entrance*. If multiple *blade signs* are planned along a single business frontage, there **shall** be forty (40) feet separating each sign.
2. The *blade sign shall* be within the below size restrictions:
  - Height: 12-24"
  - Width: 24-36"
3. The *blade sign shall* be hung using the Wisconsin Dells custom mounting arm(s). Contact the WI Dells Zoning Administrator for more information.
4. If multiple *blade signs* are used, all **shall** be of the same style and shape.
5. *Blade signs shall* have a minimum clearance height of eight (8) feet above the sidewalk grade.
6. *Blade signs shall* be mounted below the sills of the second floor windows, or where second floor windows typically would reside on the building if none exist.
7. *Blade signs shall* be two-sided.
8. *Blade signs shall not* include business contact information.

## Recommendations

- A. A *blade sign should* usually be mounted near the storefront entrance just above the door, or just to the side of it.
- B. If multiple *blade signs* are used, hierarchy of sign size **should** be considered between primary and secondary entries.
- C. Groove routed signs are **encouraged** (see the first sign image in the side bar).

**BID Committee  
March 16, 2016**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Kenneth Casper; Zebra Dog</b>
<b>Dan Gavinski; BID</b>	<b>Caroline Altfeather; Zebra Dog</b>
<b>Kevin Ricks; BID</b>	<b>Eric Holmer; Zebra Dog</b>
<b>Jesse DeFosse; BID</b>	<b>John Langhans; MSA</b>
<b>Kyler Royston; BID</b>	<b>Lisa Beck; WDVCB</b>
<b>Justin Draper; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Mark Sweet; BID</b>	<b>Jim Hill</b>
<b>Mayor Brian Landers</b>	<b>Betty Heller-Hobbs</b>
<b>Chris Tollaksen; Public Works</b>	<b>Jim Decker</b>
<b>Nancy Holzem; City Clerk</b>	<b>Alan Hanson</b>
<b>Karen Terry; City Treasurer</b>	<b>Zac Zastava</b>
<b>Ed Legge; Dells Events</b>	<b>Brian Holzem</b>

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve March 2 minutes made by Jesse DeFosse; second by Kevin Ricks. Approved.

**DellsRAD (DELLS RIVER ARTS DISTRICT) WEBSITE PRESENTATION:**

Eric Holmer from Zebra Dog (ZD) unveiled the design work to date for the new DellsRAD website. The process will integrate elements of the current [dellstourismdevelopment.com](http://dellstourismdevelopment.com) website and will add elements so that it will be user friendly for locals, visitors, potential new business ventures, media and government entities. It will be set up in a way to allow for easy maintenance for the need to change content. Links will be completed with the city's website to avoid duplication in content. Video and slide show capabilities will be available.

Jesse made a motion to approve the website as presented and for ZD to continue work on the website to completion. Second by Kevin. Approved unanimously.. Final work should be completed and tested within a month. No date was set for the website to go live.

**RIVER WALK VIGNETTES PRESENTATION:**

John Langhans (MSA) and Caroline Altfeather (ZD) presented revisions to the ten historical vignettes planned for the River Walk. Revisions included mounting the vignette on a larger sandstone base which would allow for each structure to be up lit. Also reviewed was "framing" each structure which would involve removal and redesign of approximately six feet of railing. The base would be recessed against the railing. There may be different methods to do that type of work. A guesstimate to do the railing work might be \$3,000 - \$4,000 per location. MSA and ZD will explore different options of framing the vignettes and provide a budget for those alternatives. In addition, they plan to present a plan for additional vignettes in the downtown business area at the next BID meeting. An end of April timeline to complete vignette design including copy writing is on target.

The committee gave consensus approval of the design work as presented at this point and encouraged MSA and ZD to move ahead as planned.

**BLADE SIGN BRACKETS:**

Two options were presented for the brackets which will hold blade signs outside each downtown business. The design incorporates the look of the train trestle and will be fabricated from steel and be grey in color. Only the use of these two brackets would be

permitted. Dan Gavinski made a motion to approve use of the two brackets as presented. Second by Kevin Ricks. Approved unanimously.

#### **SIDEWALK CAFE ZONE PRESENTATION:**

John and Caroline presented revisions to the design plan for the city sidewalk cafe zones. Changes and additions included use of brick pavers instead of corten bollards, shorter segments of curved walls, use of limestone veneer on the curved walls with a top cap to include mosaic tile to simulate the river, vertical lighting units and an area to feature art work with "totem" style poles made from glass, tile and other materials. Square and round tables would be used for seating in addition to the wall area. Landscaping between the wall and street has been replaced with brick paving due to maintenance concerns. Existing landscaping will be utilized where possible. The design of the curved wall is intended for repeated use in other areas.

Focus is now on three sidewalk cafe zones: 200 Broadway north; 200 Broadway south; 500 Broadway. The Parking Board tabled action on removal of parking spaces to create a zone on 400 Broadway block.

Construction work would involve removal of sidewalk up to the building facade. This step would take place early in the construction process. City purchase of recommended furnishings could help accelerate the process. Construction would need to be up for bidding, once there is city approval of the project. John felt best case timeline would be completion in early July. Cost estimate for construction of all three zones would fall somewhere between \$430,000 - \$530,000.

Justin Draper made a motion to approve the design work as presented on the sidewalk cafe zones and advance to the city for approval. Second by Kevin Ricks. Approved unanimously. Kelli indicated discussions will need to take place to determine an appropriate timeline for the construction pending city approval.

#### **TEMPORARY PLAZA PRESENTATION:**

John reviewed design elements presented at prior meeting. The design is intended to test a number of elements which could be put to use in a permanent plaza plan pending the receptivity of the public. Painting of Oak Street surface, furnishings, landscaping, stage area, possible wall mural painting as well as a large photo opportunity area with the letters DELLS mounted to the pavement were reviewed. Approximate project cost would be \$155,000 however 2/3 of that amount are elements which could be moved into a permanent plaza or other cafe zone areas in the future. About \$50,000 of the total cost would be dedicated to the temporary area only. Dan, Kelli and the Mayor are considering the possibility of moving one of the boats as a backdrop for the plaza stage. Once approved by the city, John indicated a timeline which would complete work on this project in time for the major portion of the summer season in 2016.

Dan made a motion to approve the design work on the temporary plaza and advance to the city for approval. Second by Kyler Royston. Approved unanimously.

#### **FEDERAL REGISTRATION OF DRAD:**

The City Attorney has filed the application to trademark the name and logo for the Dells River Arts District (DellsRAD) with the Federal Trademark office. When approved, the name and logo will be owned by the City of Wisconsin Dells.

**AGENDA: MARCH 30 MEETING:** Copy writing for River Walk vignettes, report on plans for Farmers Market in 2017, update on bidding process for River Walk expansion.

Justin moved for adjournment. Second by Kevin. Approved.

**DESIGN REVIEW COMMITTEE**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**MARCH 16, 2016**

Aldersperson Mor called the meeting to order at 10:08 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Dan Gavinski, Maria Rosholt, Ben Borchert, Acting Chair, Jacqueline Morse

Others: City Planner/Zoning Administrator Chris Tollaksen, Juli Mor, Ald. Brian Holzem, Mark Sweet, Dominic Flath of Riverview, John Langhans of MSA, Eric Helland, Mayor Brian Landers, web design rep from Zebra Dog and Ed Legge from the *Dells Events*.

2. Motion by Gavinski, second by Morse to approve the minutes of the March 2, 2016 meeting. Motion carried.
3. Sign Applications
  - a. Sign presented by Tres Chic, downtown. Motion by Gavinski, second by Rosholt to approve. Motion carried.
  - b. Rooftop sign presented by Nig's Bar. Does not meet existing sign ordinance. Chris was directed by the committee to ask the property owner to come in and discuss. Motion by Gavinski, second by Morse to deny the sign. Motion carried.
  - c. Two signs for Riverview for a ticket booth for Passport to Savings. Motion by Gavinski, second by Rosholt to approve. Motion carried.
4. Went over the previous proposed changes to the Design Standards. There was a note to use the original and not the highlighted change on pg 32. Motion by Morse, second by Rosholt to use the original. Motion carried
5. Bracket designs designed by Zebra Dog and approved by the BID were shown to the committee. Sidewalk Café Zones. John L showed the DRC the presentation that was shown to BID by Zebra Dog of the sidewalk café zone, etc. The committee thought everything looked great. Chris explained the placement of tables is still flexible, up against the building or not, etc. DRC will approve the design of the sidewalk café when someone wants to have on. There are 3 categories. Public, Small Scale Private and Large Scale Private outdoor food & bev. Motion to approve current Sidewalk Café zoning def and standards with the exact table size to be added later by Gavinski, second by Morse. Motion carried.
6. Applying for the outdoor dining is the same whether it is on public or private property. Gavinski questions why we would want to limit the number of people in private outdoor dining. Mayor Landers would like some oversight of these areas as it gives the city some control over crowds. Motion to approve with changes noted by Rosholt, second by Morse. Motion carried.
7. Signs if Chris has any to show the committee.
8. Next meeting: Wed March 30, 2016 10 am.
9. Motion by Rosholt, second by Gavinski to adjourn. Motion carried and the meeting adjourned at 10:55 am.

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Juli Mor