

ORDINANCE NO. A-771
(Design Review Committee)

The City of Wisconsin Dells, Columbia, Sauk, Juneau and Adams Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

The purpose of the ordinance is to create a Design Review Committee.

SECTION II: PROVISIONS CREATED

Municipal Code Sections 19.260 through 19.299 are created.

SECTION III: PROVISIONS AS CREATED

19.260 Establishment

A Design review committee is established to undertake the responsibilities herein defined and as allowed by state law.

19.261 Authority

- (1) **Generally.** The Design review committee shall serve in an advisory role to the building official, plan commission and common council.
- (2) **Jurisdiction.** The Design review committee shall review all projects that involve construction, and/or maintenance in the C-2 Commercial downtown Zoning District and all signage throughout the City.
- (3) **Right to enter property.** The Design review committee, along with its individual members and consultants, may enter upon land which is the subject of a pending conditional use application it has authority to act on.
- (4) **Conditional use and Site Plan applications.** The Design review committee shall review, hear, and make recommendations to the plan commission on those conditional use and site plan applications it has authority to act on.
- (5) **Standards.** The Design review committee shall have the power and authority to enact Design Standards to assist in reviewing a development application it has authority to act on.
- (6) **Comprehensive plan amendments.** The Design review committee may recommend changes to the city's comprehensive plan which are intended to safeguard the quality and character of the Zoning Districts within its jurisdiction. .
- (7) **Code amendments.** The Design review committee may develop recommended changes to this code and/or the sign code which are intended to safeguard the quality and character of the Zoning Districts within its jurisdiction. .

19.262 Composition and appointment of members

- (1) The committee shall consist of five (5) voting members. Voting members shall include: the Public Works Committee Chair; the Business Improvement District Committee Chair, or designee; the Community Development Authority Chair, or designee; and two (2) C-2 District real property owners or tenants (to be appointed by the Mayor).
- (2) Committee members appointed by the Mayor will serve staggered three (3) year terms. For the initial appointment, one member will be identified to serve a two (2) year term.

19.263 Officers

The Public Works Committee Chair shall serve as chair of the Design review committee.

19.264 Committee procedures

- (1) The Design review committee shall review all projects involving signage, construction and/or maintenance, including: all new building construction, any exterior alteration or additions to existing buildings, all new signage or decorations, changes to existing colors.
- (2) The Design review committee shall evaluate projects on a case by case basis to ensure the exterior architectural appeal and functional plan of the proposed project will not, within the discretionary judgment of the committee, be contrary to generally accepted design standards or to the underlying aesthetic values of the downtown business district.
- (3) If the Committee denies, modifies, or conditions an application, it shall give written notice of the action, reasons and rationale to the applicant and the building official.
- (4) Decision of the Design review committee will be forwarded to the permitting body.
 - (a) Conditional Use Permit and Site Plan Permit reviews will be forwarded to the Plan Commission, to be included in its recommendation to the Common Council.
 - (b) Building Permit and Sign Permit reviews will be forwarded to the Building Official to approve or deny the permit.

19.265 Meeting minutes

The Design review committee shall keep minutes of its proceedings, showing the vote of each voting member upon each question, or, if absent or failing to vote, indicating such fact. Minutes once approved by the committee shall be filed with the city clerk and shall constitute a public record.

19.266 Schedule of meetings

Meetings shall be held at the call of the chairperson and at such other times as the Design review committee may determine.

19.267 Voting and quorum

- (1) **Requirements for quorum.** A quorum shall consist of 3 voting members.
- (2) **Requirements for voting.** A decision of the committee shall be by majority vote of the members present at a meeting in which a quorum is in attendance and voting.

19.268 to 19.269 reserved

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication as provided by statute.

SECTION VII:

This ordinance becomes a part of Wisconsin Dells Code, Chapter 19.

Brian L. Landers, Mayor

Nancy R. Holzem, City Clerk

INTRODUCED: June 15, 2015

FIRST READING PASSED: June 15, 2015

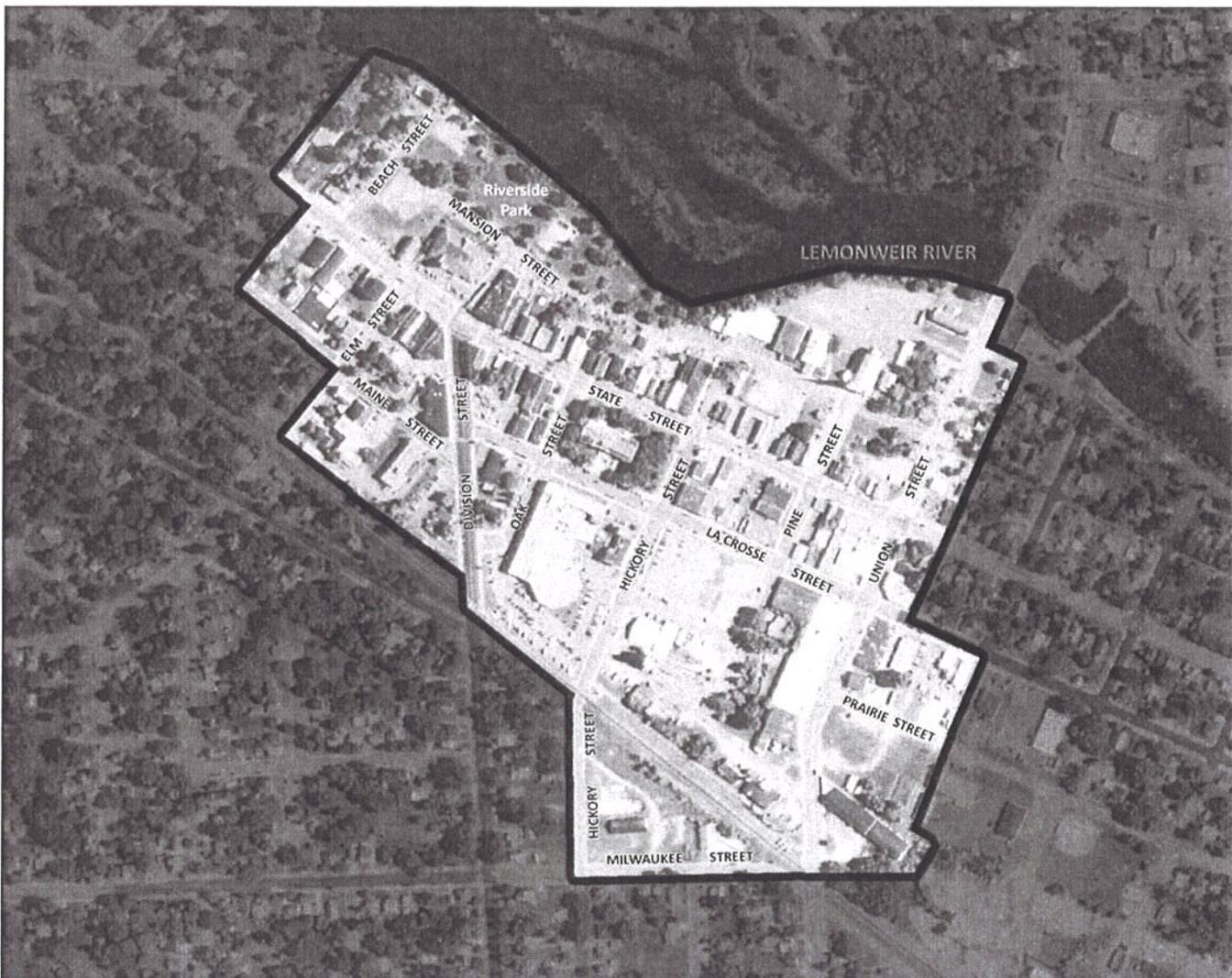
SECOND READING PASSED: August 17, 2015

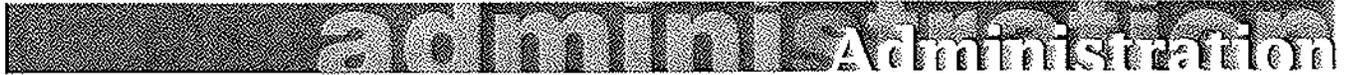
PUBLISHED: June 27, 2015 ; August 22, 2015

Design District

Intent

The Mauston Downtown Design District is intended to encompass commercial and civic properties in the downtown area. The district includes historic structures that should be preserved and non-historic structures and uses that are candidates for redevelopment. "Historic" is a subjective designation not necessarily requiring official designation on a state or federal registry. All building or site improvement activities normally requiring a permit must conform to the standards defined herein.





<p>Applicability</p>	<p>The Downtown Design Standards apply to all parcels in the Downtown Design Standards District, but they DO NOT compel unplanned modifications. Property owners or leaseholders that modify property must ensure that such modifications conform to these standards.</p> <p>It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.</p>
<p>Standards Vs. Recommendations</p>	<p>Required standards are located in the box at the bottom of each page. These standards will be enforced unless a waiver is granted. Each section of this manual also includes design “Recommendations”. Property owners/ leaseholders should consider these recommendations and the City may encourage conformance to the recommendations, but they will not be enforced as part of the City Zoning Ordinance.</p>
<p>Waivers</p>	<p>Applicants that do not believe they can or should follow a standard must negotiate with the Plan Commission for a waiver of that requirement. Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on the applicant’s ability to demonstrate one or more of the following conditions:</p> <ul style="list-style-type: none">A) the required design feature cannot be met on the siteB) the requirement would create undue hardship for the applicant as compared to other properties in the districtC) the intent of the standards can be successfully met with an alternative design
<p>Review Process</p>	<p>Applicants should review this Handbook at the beginning of the design process. The following items must be submitted for review:</p> <ul style="list-style-type: none">• Design Standards Checklist (see last pages of Handbook)• Illustrations, Diagrams, Samples, and Spec Sheets <p>City staff completes an initial review and the City Administrator is authorized to approve those applications that both meet the standards and require no additional permit approval by the City. Applications determined by staff to NOT meet the standards, that require a site plan, and/or that require additional zoning or building permit approval will be forwarded to the Plan Commission for their review with any applicable staff notes. The applicant will be informed of the outcome of this initial review within five (5) business days of submittal and may decide at that time to withdraw or revise the submittal or to proceed to Plan Commission review.</p> <p>Submissions must be made 45 days before a Plan Commission meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the City Council. Requests for appeal should be made to the City Administrator.</p>

ORDINANCE NO. A-770
Moratorium on Chapter 22 Permits

The City of Wisconsin Dells, Adams, Columbia, Juneau and Sauk Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

This ordinance establishes a six (6) month moratorium on the issuance of Chapter 22 (sign code) permits in the C-2 District (Downtown Commercial). The purpose of the moratorium is to maintain the status quo and prevent creation or enlargement of nonconforming uses pending a complete review.

SECTION II: PROVISION CREATED

Wisconsin Dells Code sec. 22.075 is created.

SECTION III: PROVISION AS CREATED:

22.075 C-2 Moratorium

- (1) The Building Inspector shall not accept, process or issue permits for new, expanded or enlarged signs or other advertising structures in the C-2 district.
- (2) This moratorium shall expire December 31, 2015 unless terminated sooner or extended.
- (3) The purpose of this ordinance is to maintain the status quo pending the completion, report and recommendations of a downtown design review project.
- (4) This ordinance does not apply to the normal repair and maintenance of signs or Advertising structures

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication and as provided by statute.

SECTION VII: PART OF CODE

This ordinance becomes a part of Wisconsin Dells Code, Chapter 22.

Brian L. Landers, Mayor

Nancy R. Holzem, Clerk

INTRODUCED: June 15, 2015
FIRST READING PASSED: June 15, 2015
SECOND READING PASSED: July 20, 2015
PUBLISHED: June 27, 2015 & July 29, 2015

ORDINANCE NO. A-772
(Amends Sign Ordinance for Design Standards)

The City of Wisconsin Dells, Columbia, Sauk, Juneau and Adams Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

The purpose of this ordinance is to amend the sign ordinance to incorporate the Downtown Design Review Committee.

SECTION II: PROVISIONS RENUMBERED, CREATED AND AMENDED

1. Municipal Code Sec. 22.04 is amended.
2. Municipal Code Sec. 22.07(1)(b) is renumbered to 22.07(1)(c).
3. Municipal Code Sec. 22.07(1)(b) is created.
4. Municipal Code Sec. 22.26(6) is amended.
5. Municipal Code Sec. 22.26(8) is amended

SECTION III: PROVISIONS AS RENUMBERED, CREATED AND AMENDED

22.04 Permit Required. Except as provided in sec. 22.13, it shall be unlawful for any person to erect, relocate or structurally alter, within the City of Wisconsin Dells, any sign or other advertising structure as defined in this ordinance, without first obtaining an erection permit from the Building Inspector and making payment of the fee required by sec. 22.08. All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and its requisite permit fees. No permit is required for repair, repainting or maintenance which does not entail structural change; or, for change of copy, message, or face panel. Change of copy, message or face pane is subject to review by the Downtown Design Review Committee.

22.07 Permit Issuance.

(1) Upon the filing of an application for an erection permit, the Building Inspector shall, not sooner than two (2) working days and not later than seven (7) working days:

(a) Examine the plans and specifications and the premises upon which the proposed structure shall be erected.

(b) Refer the sign to the Downtown Design Review Committee per Article 3 Division 5 of the Zoning Code (Ordinance Chapter 19)

(c) Issue a permit if the proposed structure complies with the requirements of this ordinance and all other laws and ordinances of the City of Wisconsin Dells.

(6) Inspection. Projecting structures shall be inspected every two (2) years by the ~~Director of Public Works~~ **City Planner/Zoning Administrator** or by a person designated by the ~~Director of Public Works~~ **City Planner/Zoning Administrator** to perform the inspection. Inspection fees shall be established by a resolution approved by the Common Council pursuant to Code sec. 2.05.

(8) Projecting Structure Approval.

(a) This section shall govern the issuance of a permit to construct or erect a projecting structure.

(b) Applications for permits to construct projecting structures shall be submitted pursuant to Code sec. 22.05.

- (c) The Building Inspector shall determine if the application is complete. Incomplete applications shall be returned to the applicant for resubmission.
- (d) Completed applications shall be referred to the ~~BHD~~ Design Review Committee. The ~~BHD~~ Design Review Committee shall review applications for projecting structures within 30 days of the day on which a completed application is submitted. The ~~BHD~~ Design Review Committee shall approve or disapprove applications based upon design and construction criteria to be promulgated by the ~~BHD~~ Design Review Committee.
- (e) Decisions of the ~~BHD~~ Design Review Committee may be appealed to the Board of Appeals.
- (f) Projecting structures in the STH right-of-way are subject to WisDot approval. All projecting structures may be subject to other agency approvals.

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication as provided by statute.

SECTION VII:

This ordinance becomes a part of Wisconsin Dells Code, Chapter 22.

Brian L. Landers, Mayor

Nancy R. Holzem, City Clerk

FIRST READING PASSED: June 15, 2015
SECOND READING PASSED: August 17, 2015
PUBLISHED: June 27, 2015 & August 22, 2015

ROGER BROOKS RECOMMENDATIONS

11. Rework the blade sign ordinances

When to be implemented: Fall 2014

To be implemented by: City of Wisconsin Dells

Approximate cost: Part of the urban planning contract, working with the Design Review Committee and City of Wisconsin Dells

Funding options: N/A

Rationale and explanation:

Blade signs are retail signs that extend out from the façade or storefront and are perpendicular to both vehicular and pedestrian traffic. The two points of uniformity that are important are their location and their size. For Wisconsin Dells, we recommend that the top of the sign be no higher than nine feet above the sidewalk and **no lower than seven feet**, meaning the sign can be a maximum of **24 inches in height**. When it comes to width, they can be any width up to 42 inches wide. Typically the façade side of the sign is placed from **14 inches to 18 inches from the façade**. We also recommend that **no backlit signs be allowed**. However, **façade mounted spot lights should be encouraged to light the signs**, from both sides, particularly since there is a focus on keeping downtown open into the evening hours.

Where there are awnings that don't allow for the placement as noted above, they would hang just below the awning's lower point.

The second part of this is to find a top-notch retail sign maker in the area (perhaps Madison, Milwaukee if expertise can't be found locally) and work a co-operative buying agreement with the firm, where those who have signs fabricated would get perhaps a 30% discount based on the quantity of work the sign-maker will receive from downtown merchants. You want a sign-fabricator that specializes in this type of retail signage (we're not talking the backlit florescent signs you see on large big box retail stores) including decorative mounting hardware. Creating a buying co-op will help increase participation in the sign program. The goal is to have blade signs in place before the end of 2014. If grant funds or BID funds are available, perhaps a 50/50 cost split can be used to incentivize retailers to do this.

Notes to retailers:

- a. **Always use the blade sign to sell your primary lure**, not necessarily the name of the store. If it's not obvious what you are selling, you will lose sales. For instance, "Grandma's Attic" might be a great name for an antique store, but the name should go on the door and/or windows and the blade sign should simply say "Antiques," or even "Antique Furnishings." Make it obvious what you're about – promote the one thing that will most easily pull people into the store.
- b. **Keep the text on blade signs to four words or less. Never include a phone number or website address.**
- c. **Avoid outlined and script text**, which is very hard to read from a distance.
- d. Signs can be round, oval, square or rectangle – shape rarely matters – but make sure they are double-sided and easy to read, and in keeping with your brand: If you are an antique store, the sign should reflect that.

Rationale for blade signs:

- a. When people drive down any street they notice signs that are perpendicular to them. Then typically won't stoop down and forward to look through the windshield up at the facades to see what's in the store. Likewise, pedestrians are not going to walk out into traffic to see what you have up on your facades; they notice perpendicular blade signs.
- b. Blade signs create a reason to continue exploring downtown, particularly while on foot. In many cases there's no incentive to keep walking because visitors have no idea of what lies ahead. Blade signs make it easy to see what shops or restaurants are further down the road.

12. Eliminate the use of plastic banners, temporary signs and sandwich boards along Broadway between the bridge and Cedar Streets.

When to be implemented: Fall 2014

To be implemented by: Urban planning expertise, working with the City of Wisconsin Dells and the Design Review Committee

Approximate cost: Included in the urban planning contract

Funding options: N/A

Rationale and explanation:

One of the biggest challenges in downtown Wisconsin Dells is the proliferation of oversized, block letter signs, most of different sizes and shapes, placed at various levels, some attached to buildings, others as stand-alone signs, many are outdated and some haven't been cared for in years. Downtown looks cluttered and the "noise" is off-putting for most shoppers looking for a good experience. Rather than selling quality, the first impression is more along the lines of a circus or a dated 1970s downtown. Part of this is compounded by the use of sandwich boards, temporary signs, and plastic or canvas banners.

This ordinance would restrict the use of temporary signs and banners. We recommend the following rules be adopted by the city:

- a. Sandwich boards are only allowed for restaurants placing daily specials on them. Sandwich boards must only be placed in front of the place of business, and must be put away on closing. The sandwich board (or A-board) itself must be approved by the Design Review Committee prior to fabrication. They should be no wider than 32" and not taller than 48" and must be professionally produced.
- b. Temporary signage for new businesses can only be used for a defined number of days from the date of opening, and at that time must be replaced with permanent signage, also approved by the Design Review Committee.
- c. Plastic and vinyl banners can be used for a total of four weeks a year, by permit, but only for special promotions and specials – not for general use. A merchant can use them for a week, four times a year, or for two events each two weeks long, but the maximum time they can be used is a total of four weeks in any calendar year. Once again, the design must be approved by the Design Review Committee and be given a permit issued by the City. The permit cost might be as low as \$100, but there should also be penalties for violators: \$200 per day past the four-week period. The cost of the permit and penalties should offset the cost of patrolling the use of the banners.
- d. Portable signs (those with the lighted arrows on a metal stand) should not be allowed downtown.
- e. Billboards downtown would no longer be allowed. This includes rooftop placed billboards. All signage must remain on premise.

Since the Roger Brooks Team began working in Wisconsin Dells more than 10 years ago, the message has always been to think of The Dells as you'd think of Disney World or any Disney Park, Universal Studios and others. In each of these examples you will never see portable signs, plastic banners, sandwich boards (except for restaurants), and you will see the use of blade signs, but, above all, no sign clutter.

13. Create a city ordinance restricting smoking along Broadway

When to be implemented: Fall 2014

To be implemented by: Urban planning contract working with the City of Wisconsin Dells

Approximate cost: Included in urban planning contract

Funding options: N/A

Wis. DELLS SIGN ORDINANCE

(a) Examine the plans and specifications and the premises upon which the proposed structure shall be erected.

(b) Issue a permit if the proposed structure complies with the requirements of this ordinance and all other laws and ordinances of the City of Wisconsin Dells.

(2) Every applicant shall pay to the Building Inspector a nonrefundable fee as established by resolution adopted pursuant to section 2.05 for each sign or other advertising structure regulated by this ordinance.

(3) All signs in the C-2 Commercial-downtown Zoning District shall be pre-approved by the Downtown Design Review Committee (DDRC). All signs in the C-2 Commercial-downtown Zoning District shall be On-premise.

(3) If the work authorized under an erection permit is not completed within ninety (90) days after the date of issuance, the permit shall become null and void; except, the building inspector may extend an erection permit for an additional one hundred twenty (120) days for good cause shown. An extension may be granted only if sought prior to expiration of the underlying permit.

22.08 Annual Inspection; Fee. The Building Inspector shall inspect bi-annually, each sign or other advertising structure regulated by this ordinance for the purpose of ascertaining whether the structure is unsafe, in need of repair, not in conformance with the permit application, or otherwise in violation of the provisions of this ordinance. To meet the expense of such inspection, the permittee shall pay to the City Treasurer a fee as established by resolution adopted pursuant to section 2.05 for each structure inspected. No inspection fee other than the application/permit fee as required in sec. 22.08 shall be charged during the calendar year in which the sign or other advertising structure is erected.

22.09 Appeals.

(1) Within thirty (30) days after denial of a sign permit by the building inspector, an appeal or request for variance may be filed with the Board of Appeals pursuant to Ord. secs. 1.04(2) and Chapter 19 Article 3 Division 2 (19.220-19.239)

(2) The board, upon appeal from a decision by the building inspector, may decide any question involving the interpretation of any provision of this ordinance.

(3) The board may vary or adapt the strict application of any of the requirements of this ordinance in the case of exceptionally irregular, narrow, shallow or steep lots, or other exceptional physical conditions, whereby such strict application would

22.19 Prohibited Signs. Except as provided herein, the following signs are prohibited:

- (1) Signs having a sign area of more than 300 square feet per facing.
- (2) Signs having more than two (2) faces visible at one time.
- (3) Portable or moveable signs, including captive or tethered balloons, banners or other similar device, except for Sandwich Board signs that meet requirements contained herein.
- (4) Temporary signs, except for signs that meet requirements contained herein.
- (5) Revolving signs; except that outdoor advertising structures commonly known as 'tri-visions,' consisting of three sign faces arranged in a triangular pattern which revolve to alternately show the three faces are not prohibited, are permitted, if otherwise in compliance with the terms of this ordinance.
- (6) Signs that obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets.
- (7) Signs that are of such intensity or brilliance as to cause glare or impair the vision of any motorist, cyclist, or pedestrian using or entering a public way, or that are a hazard or a nuisance to occupants of any property because of glare or other characteristics.
- (8) Signs erected or maintained upon trees or utility poles, or painted or drawn upon rocks or other natural features.

22.21 Wind Signs

(1) Definition. "Wind Sign" shall mean signs commonly referred to as wind signs, consisting of one or more flags, pennants, ribbons, spinners, or streamers, or other objects or material fastened in such a manner as to move upon being subjected to pressure by wind.

(2) Exception. Wind signs which are less than 50 square feet in size are exempt from this Ordinance if such wind signs are blank or if such wind signs contain only a logo or graphic which logo or graphic shall not include any copy or printed words.

(3) Regulation. Wind signs greater than 50 square feet in size or upon which there appears any copy or printed words shall be regulated as ground signs.

(4) Wind signs shall not be allowed in the C-2 Commercial-downtown Zoning district

22.22

Ground Signs.

(1) Definition. "Ground Sign" as regulated by this ordinance means any sign supported by uprights or braces placed upon the ground and not attached to any building.

(2) Height Limitations. Ground signs shall not exceed forty-five (45) feet in height as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, "ground floor" is defined as follows: that level of a building on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges.

(3) Area Limitations. Ground signs shall not exceed three hundred (300) square feet of area per face.

(a) Ground signs in the C-2 Commercial-downtown Zoning District shall be pre-approved by the DDRC.

STANDARDS? (not hard rules)

Formatted: Indent: Left: 0", First line: 0"

(4) Location/Spacing.

(a) In the C-2 Commercial-downtown Zoning district, only on-premise ground signs are allowed.

(a) In the C-2 Downtown Commercial and C-3 Highway Commercial, on-premises ground signs may project over a sidewalk but such sign shall not project more than 4 feet, 6 inches over a sidewalk and such signs shall be at least 10 feet above a sidewalk.

(b) No ground sign may be placed upon a tree bank.

(c) In the C-4 Large Scale Commercial, all ground signs shall be not less than 100 feet from any other ground sign or sign structure on the same side of the street on which the ground sign or sign structure is situated.

(d) In the C-2 Downtown Commercial and C-3 Highway Commercial, and C-1 Neighborhood Commercial, all ground signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the ground sign or sign structure is situated.

(e) An on-premises ground sign may be nearer than 500 feet to any other ground sign, if it is situated in the C-2 Downtown Commercial and C-3 Highway Commercial, and if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.

(f) An on-premises sign may be nearer than 500 feet to any other ground sign, if it is situated in the C-1 Neighborhood Commercial; if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated; and, if said sign has been conditionally approved pursuant to Code Chapter 19 Article 4 Division 6 (19.370-19.389). Such signs shall not exceed 50 square feet. Additional conditions may also be imposed.

(g) An on-premises ground sign may be nearer than 100 feet to any other ground sign if it is situated in the C-4 Large Scale Commercial; if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity is situated; and, if the business is located in a stand-alone building.

22.25 Projecting Signs.

(1) Definition: "Projecting Sign" as regulated by this ordinance means any sign with a maximum of 2 faces and no open space between faces, which is attached to a building or other structure and extends 18 inches or more beyond the line of the building or structure or beyond the surface of that portion of the building or structure to which it is attached. A three dimensional sign would be considered 2 faces with a total area as determined per sec. 22.31.

(2) Area Limitations. Projecting signs shall not exceed three hundred (300) square feet on each side.

(3) Location; Projection over Public Property. Every projecting sign shall be placed at least ten (10) feet above the public sidewalk over which it is erected. No projecting sign shall project more than four (4) feet, six (6) inches over the public way.

(4) V-Shaped or the like Signs Prohibited. V-shaped signs consisting of two single faced signs erected without a roof or ceiling are not permitted. Any sign of similar nature, consisting of multiple single faced signs connected without a roof or ceiling are not permitted.

(5) Height. The highest point of a projecting sign shall be no more than ten (10) feet above the roof line of the building upon which the projecting sign is placed.

(6) Content. Projecting signs shall promote or relate only to on-premises goods, services or activities.

(7) Projecting signs shall be a minimum of 40 feet apart; except that each building or business may have a projecting sign.

(8) Declaration of Policy. The erection of a projecting sign over the public right-of-way is declared to be a privilege granted by the City of Wisconsin Dells. There is no guarantee that all applications for projecting signs will be approved or that all designs will be permitted. Applications will be considered on a case by case basis and evaluated on their contribution to downtown Wisconsin Dells.

22.23 Temporary Signs

(1) Definition: Temporary signs are signage for new businesses that are utilized until permanent signage is in place

(2) Time Limit: Temporary signs may only be used by new businesses for 30 days after opening, or until permanent signage

Formatted: Indent: Left: 0.5", First line: 0.5"

Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"

Formatted: Font: Not Bold

Formatted: Indent: Left: 1.88"

Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"

is in place

- (3) Approval: All Sandwich boards must be approved by the DDRC

22.24 Sandwich Boards

- (1) Definition: Portable A-frame signs, with changing message boards (chalk, white board, ect.)
- (2) Use Limitation: Sandwich boards may only be used by restaurants, and may only be used to display daily specials
- (3) Size Limitations: Sandwich boards must meet the standards set forth by the DOWNTOWN DESIGN REVIEW COMMITTEE (DDRC) as:
 - (a) Max Height = 48 inches
 - (b) Max Width = 32 inches
- (4) Location: Sandwich Board signs may only be placed in front of the restaurant and MUST be put away on closing.
- (5) Approval: All Sandwich boards must be approved by the DDRC

22.25 BLADE Signs.

- (1) Definition: A BLADE SIGN is a sign in the C-2 Commercial-downtown zoning district that is positioned perpendicularly from the building face and meets the criteria set forth in this section of the sign code. Blade Signs may be projections attached to the building face or a sign hanging down from an projecting structure. *-Bill on side of building*
- (2) SIZE Limitations: A BLADE SIGNS must meet the standards set forth by the DOWNTOWN DESIGN REVIEW COMMITTEE (DDR) as:
 - (a) Height = 24 inches
 - (b) Width = 42 inches
 - (c) Silhouette as set by DDRC
- (3) Location over public property:
 - (a) Height: the bottom of every blade sign shall be 7 feet above the public sidewalk
 - (b) Distance from building face: The side nearest to the building shall be 16 inches from the building

Formatted: Font: Not Bold
Formatted: Indent: Left: 1.88"
Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"
Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"
Formatted: Indent: Left: 1.88", First line: 0"
Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"
Formatted: Indent: Left: 1.88", First line: 0"
Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"
Formatted: Indent: First line: 1.5", Outline numbered + Level: 2 + Numbering Style: a, b, c, ... + Start at: 1 + Alignment: Left + Aligned at: 0.25" + Indent at: 0.5"
Formatted: Indent: Left: 2", First line: ""
Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"
Formatted: Indent: Left: 1.88", First line: 0"
Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0" + Indent at: 0.25"
Formatted: Indent: Left: 1.38", Hanging: 0.5", Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 1.5" + Indent at: 1.75"
Formatted: Indent: Left: 1.75"
Formatted: Indent: Left: 1.38"
Formatted: Indent: Left: 1.5", Hanging: 0.5", No bullets or numbering
Formatted: Indent: First line: 0"
Formatted: Indent: Left: 1.5", Hanging: 0.5", No bullets or numbering
Formatted: Indent: First line: 0"

(4) Lighting: Blade signs shall not be backlight. Lighting shall be mounted on the building.

Formatted: Indent: Left: 1.5", Hanging: 0.5", No bullets or numbering

(5) Content: Blade signs shall be approved by the DDRC, to meet the following standards:

Formatted: Indent: Left: 1.5", Hanging: 0.5", No bullets or numbering

(a) Blade sign advertises the business primarily lure, not necessarily the business name

Formatted: Indent: First line: 0"

(b) Blade signs shall contain 4 words or less

(c) Blade sign shall not include phone numbers or web-sites

(d) Blade signs shall not use outlined or script text, or any font which is hard to read from a distance.

(6) Approval: All Sandwich boards must be approved by the DDRC.

Formatted: Indent: Left: 2", No bullets or numbering

Formatted: Indent: Left: 1.5", Hanging: 0.38"

Formatted: Indent: Left: 1.75", No bullets or numbering

Formatted: No bullets or numbering

22.26 Awnings, Canopies and Marquees.

(1) Definitions.

- (a) Awning. An awning is an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached. An awning is comprised of a lightweight, rigid skeleton structure over which a covering is attached.
- (b) Canopy. A canopy is an architectural projection that provides weather protection, identity or decoration, and is supported by the building to which it is attached and a ground mounting, by one or more stanchions. A canopy is comprised of a structure over which a covering is attached.
- (c) Face. That part of a projecting structure which is over the public right-of-way facing the street.
- (d) Marquee. A permanent, roof-like structure projecting from a building at the entrance to the building with signage on the top or face of the structure.
- (e) Retractable Awning. A retractable awning is a cantilevered structure, entirely supported from a building, and constructed so that the awning cover and supporting frame retracts completely against the building, and in doing so, relieves the awning from wind, rain and snow pressures, and/loads normally associated with extended fixed frame awnings or canopies.

- (f) Projecting Structures. Awnings, retractable awnings and marquees that project over the public right of way.
- (2) Canopies. Canopies are not permitted over the public right-of-way.
- (3) Design Standards.
 - (a) Projecting structures may not be supported by columns or posts located in the public right-of-way.
 - (b) Projecting structures shall be at least 10 feet above the public right-of-way.
 - (c) The underside of a canopy or marquee shall be finished and enclosed.
 - (d) Projecting structures may not extend more than six (6) feet over the public right-of-way.
 - (e) Projecting structures shall be pitched from the supporting walls a minimum of one (1) inch per foot.
 - (f) All projecting structures shall be designed, fastened and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed, attached, fastened or anchored to adequately support the dead load and any anticipated live loads (i.e., ice, snow) of the sign with a minimum safety factor of two.
 - (g) No projecting structure shall have a height more than five (5) feet above the roof line of the supporting wall.
 - (h) If a projecting structure interferes with the illumination of the sidewalk, alternate lighting must be provided.
- (4) Signs On the Projecting Structures.
 - (a) Signs on projecting structures may contain only the name of the building or business and a logo; however, business with special needs to display information directly related to the core activities of the business, such as theaters displaying show times may be granted approval by the BID. Business would have to show that the information displayed would be directly related to their core business activity and not extraneous information such as a temporary sale, event or occurrence. Inherent in the granting of such a sign permit, any future display of signage deemed by the city not relative to core business activity would be required to be removed

under penalty of revocation of said permit.

- (b) Signs on projecting structures shall be a minimum of 40 feet apart; except that, each building or business may have a sign on a projecting structure.
- (c) Projecting structures on corner lots shall be considered separate structures for the separation requirements of subsec. (b).
- (d) There shall be no signage on the sides of projecting structures.
- (e) Signage on the face of a projecting structure shall be subject to approval by the BID Committee based on their sole discretion as to the aesthetics, size, and other characteristics of the signage. As a general guideline, the BID Committee will look for signage that is no more than 24 inches in height and not less than 6 inches from the bottom of the face and lettering not be greater than 12 inches. The BID Committee will also check that the signage does not hinder the view of adjacent businesses. The BID Committee may condition the approval by requiring that no other signs, including a wall sign, be placed on the face of the building containing the same projecting structure.
- (f) Signage on a projecting structure shall not exceed 300 square feet.

(5) Signs Under Projecting Structures.

(a) Signs under projecting structures shall be Blade Signs:

- 1. contain only the name of the building or business;
- 2. be at least seven feet six inches (7'-6") above the public right-of-way;
- 3. not project more than four feet six inches (4'-6") from the building which supports the structure;
- 4. only one sign shall be allowed for each building or business, except corner buildings shall be allowed one sign on each building face;
- 5. be of a standardized form designated by the Business Improvement District:
 - (i) signs shall be three foot six inches (3'-6") in length and eight inches (8") in height;
 - (ii) height of sign characters shall be a maximum of four inches (4");
 - (iii) characters shall be all upper case in "Gill Sans M1 Condensed" font;
 - (iv) character color shall be GSP/Seotchcal #197, Light Navy;
 - (v) sign face color shall be white;
 - (vi) sign face material shall be 6 mm Alupalite;
 - (vii) border material shall be wood, slotted to accommodate 6mm Alupalite;

- (viii) — border colors shall be low luster latex paint, blue PMS# 281 on the flat surface, Terracotta PMS# 159 on the rounded edge;
- (ix) — border dimension shall be 42"x8" outside edge, 40"x6" inside dimension;
- (x) — wall type mounting hardware shall be metal and black in color;
- (xi) — canopy hanging type hardware may be rigid or chain type

— 6. — be mounted perpendicular to the face of the building or business.

(b) Effective January 1, 2006 all signs under projecting structures shall comply with the provisions of this code section.

- (6) Inspection. Projecting structures shall be inspected every two (2) years by the Director of Public Works or by a person designated by the Director of Public Works to perform the inspection. Inspection fees shall be established by a resolution approved by the Common Council pursuant to Code sec. 2.05.
- (7) Nonconforming Structures.
 - (a) Not later than July 1, 2002, the building inspector or an authorized agent shall survey the City of Wisconsin Dells and inventory all projecting structures. Upon determination that a projecting structure is nonconforming, the building inspector or authorized agent shall use reasonable efforts to so notify, in writing, the user or owner of the property on which the projecting structure is located of the following:
 - 1. The nonconformity of the structure.
 - 2. Whether the structure is eligible for characterization as a legal nonconforming structure or is unlawful.
 - (b) Any projecting structure within the City of Wisconsin Dells on the effective date of the 2002 revision of the projecting structure ordinance is eligible for characterization as a legal nonconforming structure and is permitted provided it also meets the following requirements:
 - 1. The structure was covered by a proper permit prior to the 2002 revision; or,
 - 2. If no permit was required under applicable ordinances for the structure and the structure was, in all respects, in compliance with applicable ordinances at the time the structure was erected and has since then been maintained in compliance with applicable ordinances of the City of Wisconsin Dells.

Chris Tollaksen

From: John Langhans [JLanghans@msa-ps.com]
Sent: Wednesday, November 19, 2014 4:17 PM
To: Chris Tollaksen
Cc: Jesse DeFosse
Subject: RE: Invoices and Signs

\$10,000+/- Estimated Fee.

Estimated Scope Includes:

1. Standards Brainstorming and Development
2. Initial Draft Document, Revisions, and Final Deliverable
3. Attend and facilitate 3 committee workshop meetings and one public meeting
4. Attend one plan commission and one Council meeting if this is to be adopted via City Ordinance

Costs could be slightly reduced if the number of required meetings is reduced. That being said, given the aggressiveness of the downtown facelift, I see value in more meetings than less.

I am happy to further negotiate scope and fee if necessary. We are flexible, but need guidance on what the City/BID desire.

Thank you.

 **John Langhans, PE | Team Leader**
MSA Professional Services, Inc.
(608) 355-8895 (off), (608) 963-2027 (cell)

From: Chris Tollaksen [mailto:ctollaksen@dellscitygov.com]
Sent: Wednesday, November 19, 2014 3:45 PM
To: John Langhans
Cc: Jesse DeFosse
Subject: RE: Invoices and Signs

Ok. I believe we will be having a BID meeting next Tues, so I will contact you if I need anything else.

Actually, as I said before I spent some time looking at the Mauston Design standards and I think the City would greatly benefit from something very similar. I would imagine we would want to tweek some of the details, but from what I have been able to go through it would be very similar. Could you throw out a ballpark estimate to get something that we could use?

From: John Langhans [mailto:JLanghans@msa-ps.com]
Sent: Wednesday, November 19, 2014 3:41 PM
To: Chris Tollaksen
Subject: RE: Invoices and Signs

Let me be your main point of contact on the downtown or exit 87 areas.

 **John Langhans, PE | Team Leader**
MSA Professional Services, Inc.
(608) 355-8895 (off), (608) 963-2027 (cell)

MEMO

To: John Langhans, City of Wisconsin Dells & Downtown Businesses
From: Stephen Tremlett, Urban Designer
Subject: 200 BLOCK - Awning/Canopy Design
Date: September 25, 2014

Wisconsin Dells 200 Block – Canopy Improvement Recommendations

The Branding, Development and Marketing Plan does not directly address the issue of building canopy design, however it calls for making downtown “more attractive through façade improvements”. The huge variety of current canopies makes the downtown visually chaotic; however, we do not recommend a uniform canopy design or color scheme to remedy this situation, as such an approach would clash with building designs and make matters worse. Instead, we recommend the creation of façade design standards, to be administered by a Design Review Committee, and enforced whenever changes are made to a facade. A façade improvement grant program could be used to speed the rate of change. Below are some basic standards that should be considered for downtown Wisconsin Dells.

Potential Standards

- 1) SIGNS: Preferred sign types are Projecting/Blade, Building (mounted flat), and Window Signs.
 - a. Sign lighting must be external – backlit and LED are prohibited.
 - b. Sign location and size restrictions
 - i. Rooftop signs (or signs extending above the highest point of the building) are prohibited
 - ii. Other standards?

- 2) CANOPIES: Use of canopy or awning is encouraged.
 - a. No canopy arches or gables perpendicular to the street
 - b. A minimum depth of three feet is required (to provide shelter in front of the building)
 - c. Maximum canopy height is 3 feet, or 5 feet with a railing attached
 - d. Bottom edge of canopy shall be at least 9 feet above the sidewalk grade
 - e. Colors should be consistent with the colors scheme of rest of the building
 - f. May not displace or cover upper story windows or historical architectural features
 - g. Canopy design shall be consistent across the entire building façade (different businesses may have different canopies, but shall use a similar design and color scheme)
 - h. Round metal pipes as canopy supports are prohibited
 - i. External lighting only – no back-lit canopies

Offices in Illinois, Iowa, Minnesota, and Wisconsin

2901 International Lane, Suite 300, Madison, WI 53704-3133

(608) 242-7779 (800) 446-0679

FAX: (608) 242-5664 WEB ADDRESS: www.msa-ps.com

MEMO

September 25, 2014

- 3) WINDOWS:
 - a. Any functioning two-story building shall have second story windows facing on to Broadway.
 - b. Windows shall be taller than wide, generally by a ratio of 2:1. Older buildings should be restored to their original design whenever possible.
- 4) BUILDING MASS
 - a. Any new building will have a minimum 2-story façade similar in height to historic buildings on Broadway, and preferably two functioning stories.
- 5) BUILDING MATERIAL
 - a. Brick is the preferred primary cladding material.
 - b. The following materials are not permitted for any new investment in the façade: shingles, wood, EIFS (Exterior Insulation and Finish System)
- 6) BUILDING COLOR PALETTE
 - a. Use of two- or three-tone color palette is preferred.
 - b. No fluorescent paint colors as the primary façade color, but may be used as an accent color.

There is potential to expand on these requirements by developing a more in-depth Design Guideline Handbook, touching upon additional building elements. This will benefit the overall character of the street, and provides building owners/tenants ideas for future upgrades. The Handbook can be purely a guide providing recommendations, list of additional requirements (standards), or a mix of recommendations and standards. John will provide an example of such a handbook to better illustrate these points.

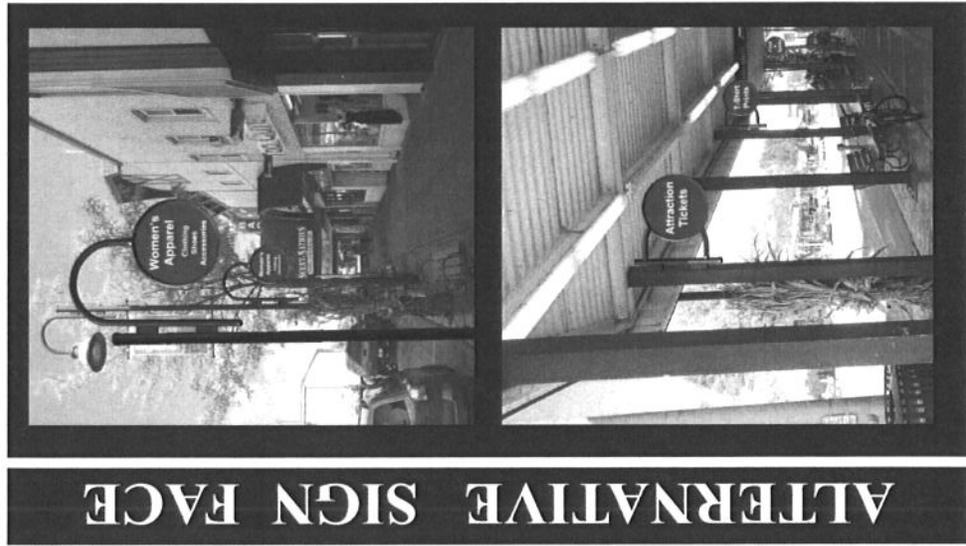
Cheers!



Stephen Tremlett, AICP, CNU-A
MSA Professional Services, Inc.

ALTERNATIVE ONE

Detached Gooseneck Sign

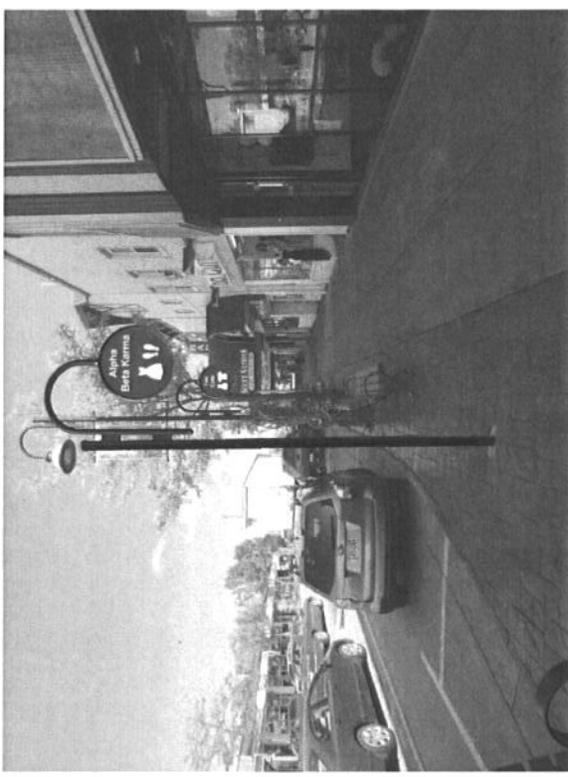


Strengths

- Equally visible to both pedestrian and vehicle traffic
- Continues existing streetscapes design (replica of existing light "curved" arm)
- Good pedestrian height clearance
- Potential use of existing light poles where appropriate (*see second sign within the upper right image*)
- Removes issues related to mounting to existing buildings (i.e. varying design elements to work around)

Weaknesses

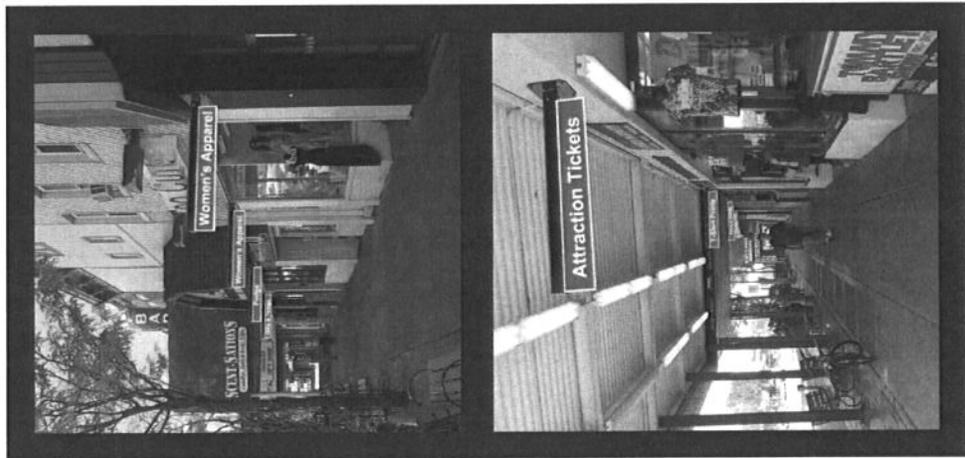
- Potential conflict w/ DOT restrictions for private signs in R.O.W.
- Requires an alternative design for placement under canopies
- Potentially will clutter pedestrian zone
- Will add additional cost for sign poles



ALTERNATIVE TWO

Attached Narrow Blade Sign

ALTERNATIVE SIGN FACE

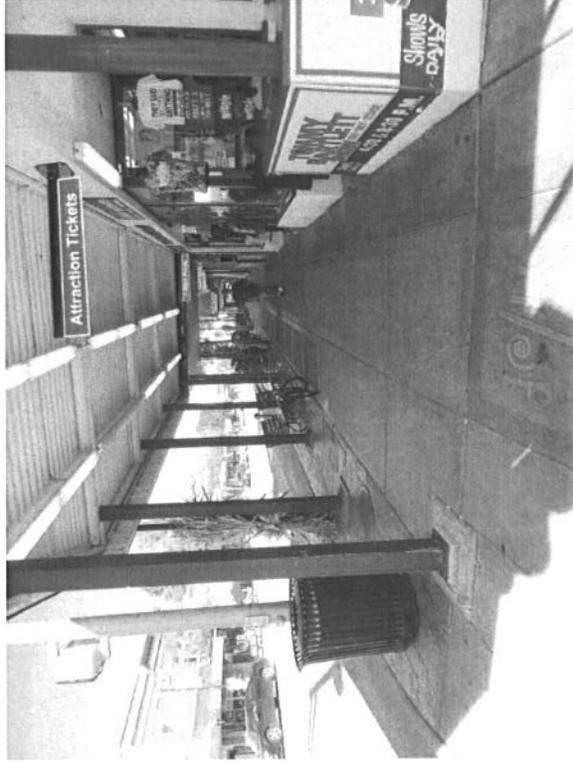
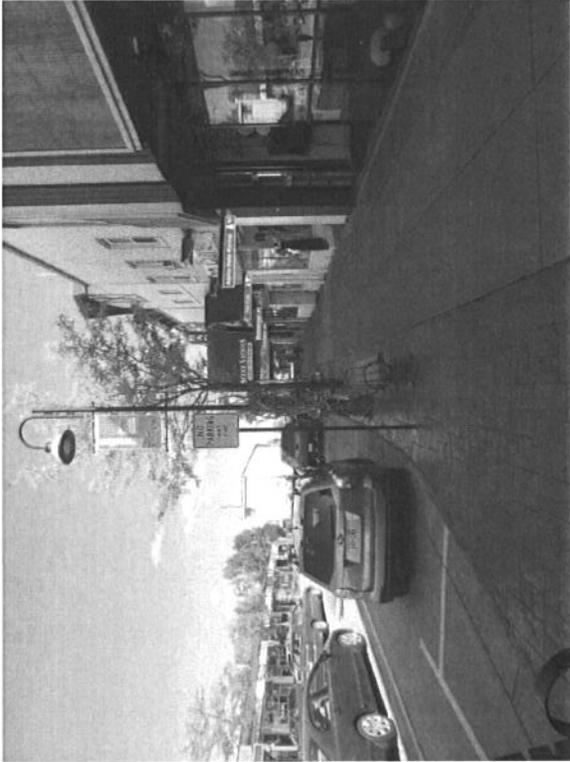


Strengths

- One consistent sign no matter placement (same sign can be used under canopies)
- Good pedestrian height clearance
- Narrow design allows for relatively easy installation below horizontal building elements (generally placed at edge of building facades w/in structural bay)
- Cheapest alternative
- No conflict w/ WisDOT regulations

Weaknesses

- Smallest sign face of all alternatives, reducing visibility from street (i.e. vehicle traffic)



ALTERNATIVE THREE

Attached Decorative Sign

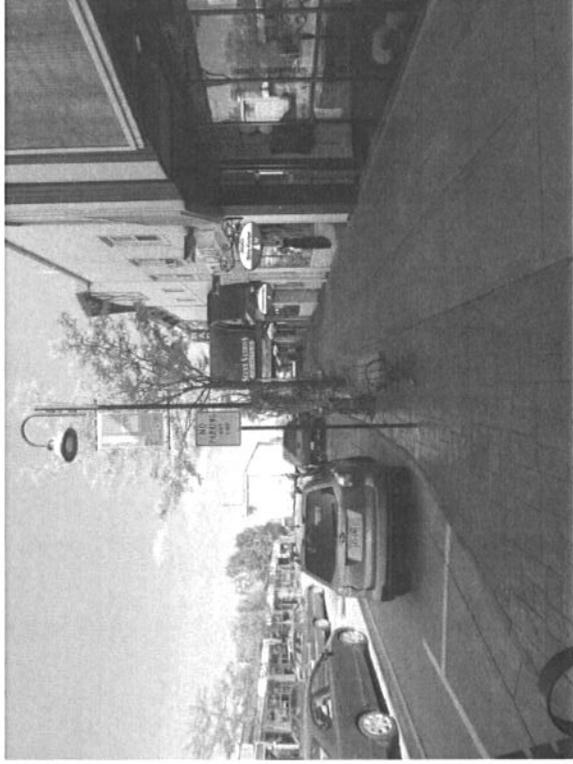


Strengths

- Most Decorative and Unique Design (potential to add in “wave” or other symbology)
- Ability to place the sign below horizontal elements of building facades
- No conflict w/ WisDOT regulations

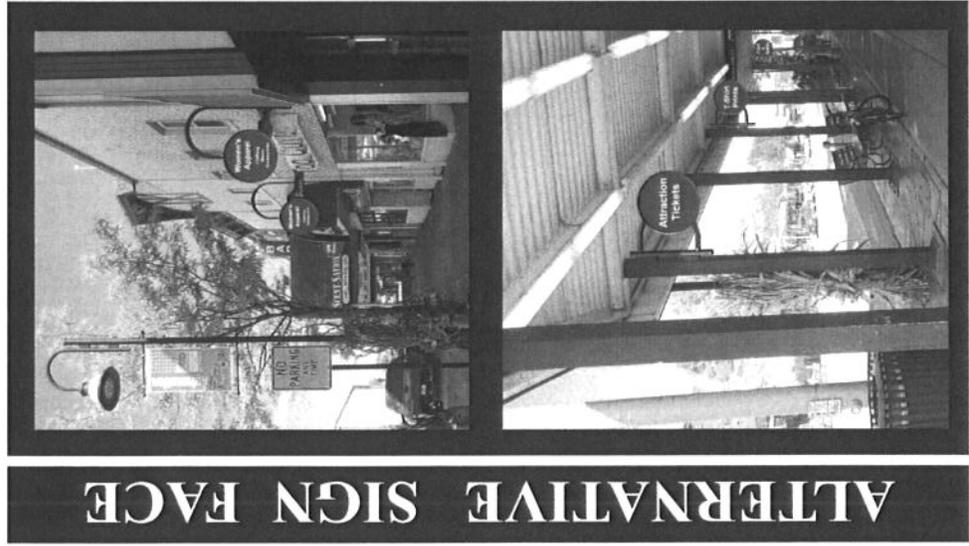
Weaknesses

- Will impede pedestrian movement along building edge (as the lowest point of the sign will be below 7-feet from grade)
- The decorative bracket will not work with some canopies and facade designs (as shown the sign will hang from canopy ceiling)



ALTERNATIVE FOUR

Attached Gooseneck Sign

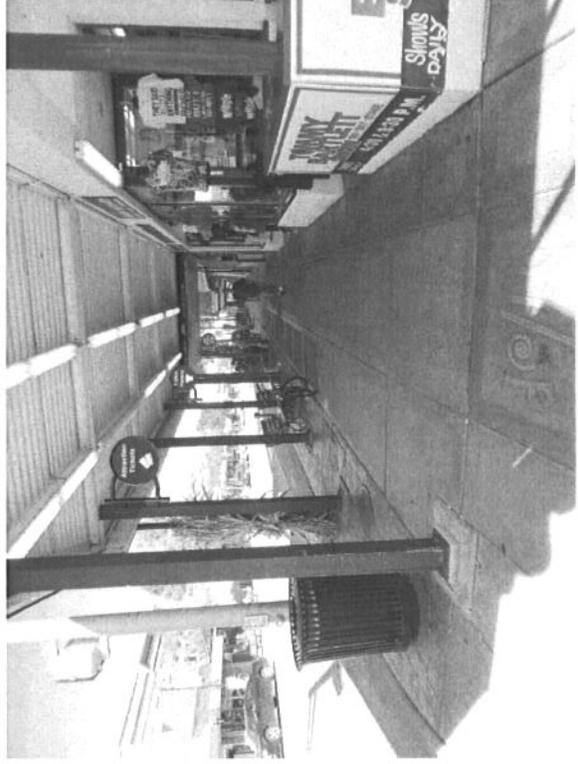


Strengths

- Continues existing streetscaping design (replica of existing light "curved" arm)
- Good pedestrian height clearance
- Best visibility from the street (i.e. vehicle traffic) of the three building mounted signs (due to height of the sign)
- No conflict w/ WisDOT regulations

Weaknesses

- The greater height of this bracket will conflict with more facade designs
- Requires an alternative design for placement under canopies



Scale & Articulation

Intent

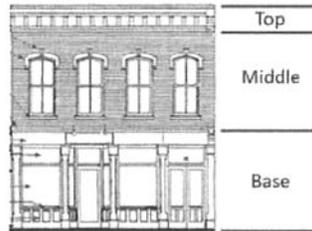
To establish and maintain a consistent street wall that provides visual interest and human scale.

Examples

The diagram (top left) illustrates a traditional storefront, featuring a base, middle, and top.

The images on the right demonstrate how a vertically proportioned building (lower) relates to the existing downtown character and a horizontally proportioned building (upper) does not.

The picture on the lower left provides an example of a horizontal expression line.



Recommendations

- A full two story building is strongly encouraged, wherever feasible.
- All new buildings are encouraged to utilize details or changes in materials to create a discernible base, middle and top.
- New buildings should incorporate horizontal expression lines from existing buildings within the same block whenever practical.

Standards

1. New buildings **shall** be between twenty-four (24) feet (2 stories) and forty-five (45) feet, except where permitted by conditional use by the Plan Commission (*per the City's zoning ordinance requirements*).
2. New buildings **shall** establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc). Any building with a total width equal to or greater than its height **shall** utilize one or more of the following techniques: expression of structural bays, variations in material, variation in the building plane, and/or vertically-proportioned windows.
3. New buildings **shall** utilize a horizontal expression line that projects at least two (2) inches from the building facade to articulate the transition between the first floor and upper floors.
4. A detailed elevation of each exposed building facade and any neighboring buildings **shall** be submitted with the Design Standards Checklist.

Facade - Street Level

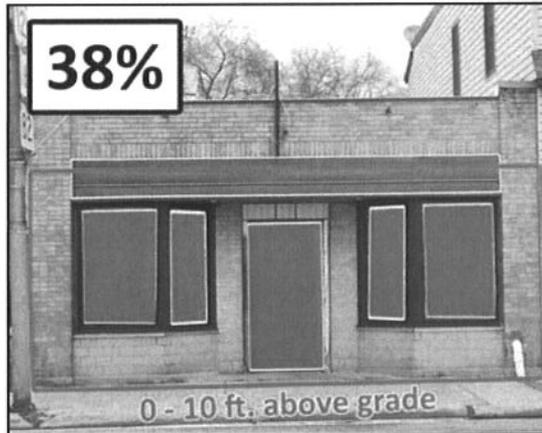
Intent

To reinforce the existing character of downtown area, and to enliven and activate the public streets.

Examples

The picture on the left illustrates an existing building on State Street that meets the 35% clear glass requirement.

The images on the right provide examples of buildings incorporating human-scaled elements, including large windows which activate the street.



Recommendations

- The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.
- Downtown buildings should activate the street by providing significant visibility through the ground floor facade to activities or displays within the building.
- The use of reflective or dark-tinted glass is discouraged, especially at the ground level.
- All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

Standards

1. A discernible “base” **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.
2. Buildings **shall** have a ground floor facade that is comprised of at least thirty-five (35) percent clear glass. A minimum of two (2) feet **shall** be maintained between the glass and any interior dividers to allow for product display.
3. Any secondary facade facing a public street (corner buildings) **shall** utilize the same design features as the primary front facade, extending a minimum of eight (8) feet from the primary facade. Exceptions may be granted if terminated at an architectural detail (i.e. expression of structural bay, variation in building plane, etc.).
4. A diagram illustrating the percentage transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

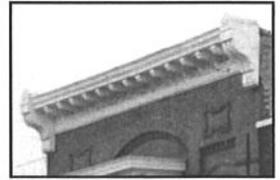
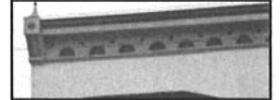
facade **Facade - Roofline**

Intent

To reinforce the existing character of downtown area, and to provide variety and visual interest.

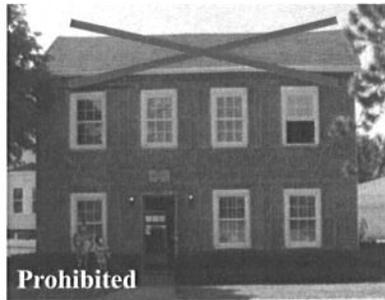
Examples

The pictures on the right provide examples of unique, decorative cornices, creating a discernible top to the buildings.



The example on the left does not meet these standards as the roofline is parallel to the street

The example on the right has a low-slope roof, which does not relate the existing downtown character.



Recommendations

- Parapet walls with cornices are encouraged, pitched roofs or pediment roofs may be approved if appropriate to the site and style of the building.
- Unique and decorative cornice designs are encouraged to generate character and building identity.

Standards

1. A positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
2. Pitched roofs **shall** have a slope no less than 5:12.
3. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings and any neighboring buildings **shall** be submitted with the Design Standards Checklist.

Signage

Intent

To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

Examples

Examples of preferred signage (window, awning, wall, & projecting); appropriate signage (monument & neon-interior usage); and prohibited signage (back-lit, neon, pylon & roof).

The projecting sign provides an example of a sign illuminated from above.



Window Sign



Awning & Wall Signs



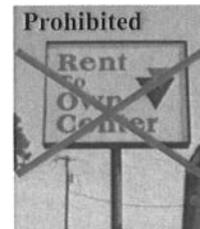
Projecting Sign



Monument Sign



Neon (interior usage) Sign



Back-lit, Pylon Sign



Large Neon, Roof Sign

Recommendations

- Preferred sign types include: building mounted facing the street, window, projecting and awning.
- Signage should be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement. Creative, detailed, artistic and unique signage is encouraged.

Standards

1. All signs **shall** conform to the design and maintenance requirements of the City's Sign Ordinance (Chapter 22: Article 8) and a sign permit must be acquired.
2. **Prohibited** sign types include: roof-mounted, back-lit, pylon, neon (excludes interior usage), and billboard signs.
3. Free-standing signs, if used, **shall** utilize monument-style design, and shall extend no higher than six (6) feet above the mean street grade.
4. Any exterior lights **shall** be mounted above the sign and directed downwards. This standard applies to all signs, including free-standing monument signs.

Projections

Intent

To reinforce the existing character.

Examples

Building projections provide shelter and architectural character.

Mounting awnings below the horizontal expression line with lighting from above provides for a more attractive building facade (images on the left). Additionally, lighting from above cuts down on sky glow (light pollution).

Canopies do not relate to the existing character of the downtown area (image in the lower right).



Recommendations

- Use of ground floor awnings is strongly encouraged.
- Fabric or soft vinyl awnings are preferred.
- Awning colors should relate to and complement the primary colors of the building facade.
- Canopies (flat projections from the building facade) are discouraged.
- Upper floor projections into the minimum building setback are allowed, including balconies, bay windows, and awnings.

Standards

1. Awnings **shall** be at least three (3) feet in depth and the underside of the projection shall be at least eight (8) feet above the sidewalk.
2. Awnings using wood or shingle components are **prohibited**.
3. Awnings may be lit from above, and/or may feature lighting beneath to illuminate the sidewalk; however, glowing awnings (backlit, light shows through the material) are **prohibited**.
4. Awnings **shall** be mounted below the horizontal expression line that defines the ground floor.
5. Upper floor projections **shall not** extend more five (5) feet into the public right-of-way.

Colors & Materials materials

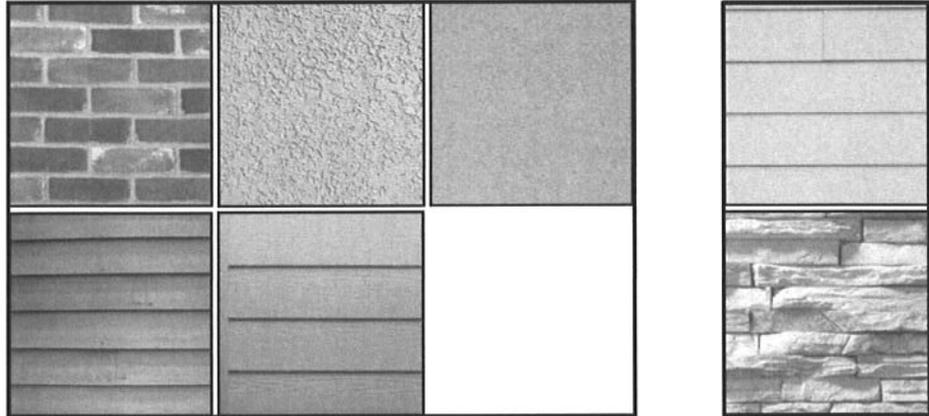
Intent

To reinforce the existing character, and to provide for variety and visual interest.

Examples

The images within the box on the left are preferred building materials (from top left to bottom right): kiln-fired brick, stucco, terra cotta, wood siding, and fiber cement siding.

The images within the box on the right are permitted building materials: vinyl siding (top) & cultured stone (bottom).



Recommendations

- Muted tones are preferred for the primary facade color.
- Bright colors are discouraged for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
- Preferred exterior finish materials include kiln-fired brick, stucco, terra cotta, wood siding and details, and fiber cement siding.
- Permitted exterior finish materials include vinyl siding, high-quality cultured stone or brick veneer.
- EIFS (Exterior Insulation and Finish System) is discouraged as a principle facade material, especially at ground level where susceptible to damage, but is acceptable above the ground floor and as an accent material.

Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Vinyl siding is **prohibited** on the primary front facade. If used on the other sides of the building, it **shall** be at least 0.044" in thickness.
3. **Prohibited** building materials include gravel aggregate materials, stone or cultured stone in a random ashlar pattern, rough-sawn wood siding, polished stone, and panelized products.
4. All exposed sides of the building shall use similar or complementary materials as used on the front facade.
5. Any secondary facade facing a public street (corner building) shall utilize the same materials as the primary front facade, extending a minimum of eight (8) feet from the primary facade. Exceptions maybe granted if terminated at an architectural detail (i.e. expression of structural bay, variation in building plane, etc.).
6. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials **shall** be submitted with the Design Checklist.