

Wisconsin Dells BID Committee

Meeting Agenda

Wednesday, January 7, 2015 at 9:00AM

Wisconsin Dells Municipal Building – 300 La Crosse Street

1. Call to Order
2. Approval of the December 15, 2014 Meeting Minutes
3. River Walk Update
4. John Lincoln Entertainment Network Proposal
5. The Brand Promise:

“To become a culturally rich, vibrant, active, and pedestrian-focused gathering area for both local residents and visitors, year-round. To also attract a more upscale clientele, particularly for unique shopping, dining and cultural experiences.”

6. Outdoor Displays of Merchandise
7. Design Standards (Chris)
8. Sign Ordinance Review (Chris)
9. Downtown WIFI
10. Items for next meeting – date and time
11. Adjournment

The Committee may take action on any of the above listed agenda items.

Ald. Jesse DeFosse, Chairperson

Posted & Distributed: 1/05/2014

Open Meeting Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board, or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.

Wisconsin Dells Bike Path Schedule
UPDATED 12/15/14

	Duration (weeks)	Start Date	Finish Date
Chapter 30 Permit DNR/ACOE Review & Approval			5/31/2013
City Utility Construction Complete			5/30/2013
Project Design Delivery			
Environmental Report reviewed and approved	19.0	4/17/2014	8/25/2014
TRANS 75 exception reviewed and approved			3/28/2014
Design Exception reviewed and approved			3/24/2014
Design Study Report prepared	3.0	9/18/2014	10/9/2014
Design Study Report reviewed	2.0	10/9/2014	10/23/2014
Design Study Report reviewed, revised & approved	9.0	10/24/2014	12/26/2014
Proprietary Item Approval	4.0	12/5/2014	1/2/2015
Easement Agreements	4.0	12/26/2014	1/23/2015
River Road Bridge Plans - BOS Review	8.0	10/15/2014	12/10/2014
Illinois Ave Walls - Plans & WisDOT Coordination	9.5	10/3/2014	12/8/2014
Illinois Ave Structures - Revised Foundation Plans	1.5	12/8/2014	12/19/2014
Illinois Ave Structures - BOS Additional Review	2.0	12/19/2014	1/2/2015
Final design and PS&E and forms prepared	4.0	1/2/2015	1/30/2015
PS&E and forms reviewed and BOS Review	5.0	1/30/2015	3/6/2015
Federal construction funding authorization	3.5	3/6/2015	3/30/2015
Contract Letting			
Request to Advertise approved	1.0	3/30/2015	4/6/2015
Lead time to place ads	0.5	4/6/2015	4/10/2015
Ad period and bids opened	3.0	4/10/2015	5/1/2015
Bids reviewed	1.0	5/1/2015	5/8/2015
DBE paperwork submitted by apparent low bidder	0.2	5/8/2015	5/9/2015
DBE paperwork reviewed and approved (Good Faith)	2.0	5/9/2015	5/23/2015
Request to Award reviewed and approved	2.0	5/23/2015	6/6/2015
Notice to proceed issued	0.2	6/6/2015	6/7/2015
River Road Construction 2015	6.0	6/7/2015	7/16/2015
Overall Construction 2015	13.0	6/7/2015	9/3/2015

Yuval Wear is located in the building formerly occupied by Bailey's Landing. Logo and design work were presented. The issue for discussion was use of the portion of the building on Broadway extending into the public right of way and therefore subject to committee review. Concerns expressed during discussion included the look and colors used in the sample presented and the type of material planned for the sign.

Kevin Ricks moved to approve the sign for Yuval Wear on the condition that the aesthetic look, design and use of materials be presented to and acceptable to Chris Tollaksen. Second by Kyler Royston. Approved unanimously.

OUTDOOR DISPLAYS: The Police Department has gone about enforcing the ordinance regarding outdoor displays. There is a process established with the Planning Committee to review use of areas around properties and buildings which need to be determined if they fall under the enforcement of the new ordinance. The possibility of issuing a conditional use permit costing \$300 was discussed by the Planning Committee, though during this first year of new enforcement, that fee might be waived. The Planning Committee is seeking input from BID on where enforcement would be deemed necessary or unnecessary.

During discussion, Kelli Trumble noted that asking businesses to apply for a permit, even with no fee attached, places some control over outside display and could lead toward a movement to beautify downtown. It was generally felt that areas deemed to be inside the plane of the front door be considered more favorably than situations outside of that plane. It was also noted that BID wants to support businesses' desire to promote themselves, but the larger picture of the aesthetics of the entire district needs to be taken into account by those businesses as well.

A suggestion was made to connect any limited outside merchandise display to the square footage of the property. An additional stipulation could be that such approval would hinge on the addition of adding plants, shrubs or something else in that nature to improve the overall image. Suggestion was made to Chris to look at a 1 (display) to 10 foot standard. No motion was made and no formal action was taken.

BUSKER PROGRAM UPDATE: At this point, 12 applications have been accepted. Chief Ward still expects 25 applicants. As it has been early in the season, no issues have arisen regarding locations or crowding. Chief Ward had been asked to update the committee later in the summer.

IN ROOM ADVERTISING PROGRAM: Kelli reported that the use of the Entertainment Network's footage by Charter would not be possible due to union issues with the performing talent as well as price to be paid for the footage. Therefore, it was the recommendation of the subcommittee to not act on the in room advertising program for this summer season, but that options be reviewed in next year's budget. Kevin moved to accept the subcommittee recommendation. Second by Kyler. Approved unanimously.

4TH OF JULY CELEBRATION: Kelli presented a poster which could be printed for \$33. 100 copies would be distributed thru the downtown area by the BID Committee.

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)

Sorry for the delay in the response to the second half of your email. I was pulled in various directions the last few weeks and neglected to respond in a timely manner... my apologies.

In regards to payment of our invoices, we are flexible in regards to how we break out costs. I am hoping to get a final scope and contract to the City for the 200 Block and Traffic Study this week to solidify the scope. The decision on who pays for what (VCB vs. City) is really up to the two entities. MSA is comfortable contracting with either party and separating costs accordingly. As the formation of the VCB "sister" organization may take a while, our main concern would be timely payment of services rendered to date. As an alternative, the City may wish to speak with the VCB about reimbursement for our services to date. In other words, the City pay invoices to date, is reimbursed by the VCB, and MSA and other stakeholders determine the "break point" for all future services and invoices accordingly. We are flexible, but need formal guidance from the City and VCB on this will all shake out. Time is of the essence as the 200 block work is very schedule sensitive.

In regards to downtown signage, we presented some rough concepts to the Leadership group over a month ago. The options were very conceptual to spur discussion. We suggested that the BID, VCB, and City brainstorm to determine the ultimate "style" and "theme" of the downtown. This theming would drive the blade sign and canopy design. Jesse DeFosse stated that he was having various "prototype" signs made to determine how they may look downtown. We are on hold until we receive some feedback on this effort.

Canopies are a whole different animal. We recommend the use of "design standards" to provide some flexibility but consistency in this effort. Someone will ultimately need to be the "canopy cop" and make the call on which canopies should just be removed and not replaced. Ultimately, there are two options – 1) Soft Canopy replacement/upgrades and 2) Hard Canopy "re-skinning". We strongly suggest that the City pursue some form of downtown design standards on this front. However, some form of consensus in regards to overall theme needs to be reached to allow the standards to gain traction.

I will call you this afternoon to discuss further.

Please find attached some sign handouts and an example of a downtown design standards document.

 **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: Thursday, November 06, 2014 12:18 PM
To: John Langhans
Subject: RE: 200 Block - Benchmarks

John,
I don't have any solid benchmarks.
Attached is are some block corners Mike had Grothman shoot, but most of the Broadway locations got removed by the DOT when they came through in 2003.
I have some plans from Vierbicher with elevations plans if you think those would help.

General did River Rd a while back, and I attached some of the points they used.

I also found a old list of elevations in one of Mike's files that I held onto, but honestly it doesn't make any sense to me. If you can make heads or tails of it I can send the other pages.

Scale & Articulation

Intent

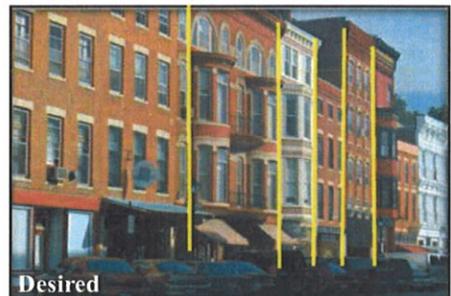
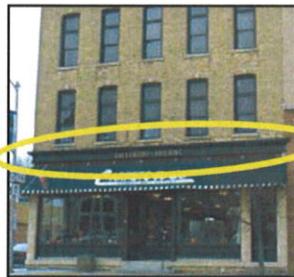
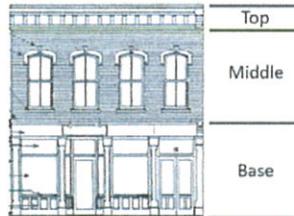
To establish and maintain a consistent street wall that provides visual interest and human scale.

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

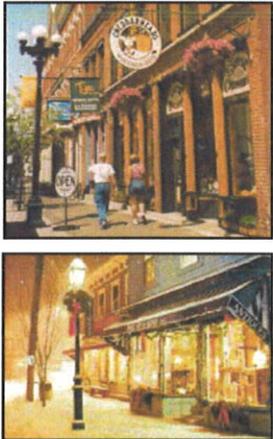
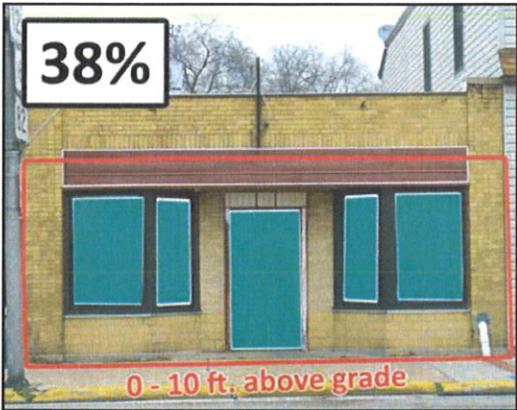
Intent

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.

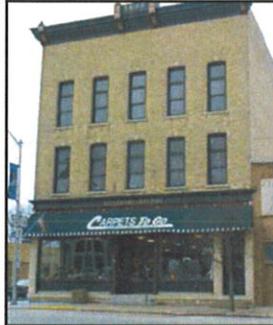
facade **Facade - Roofline**

Intent

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

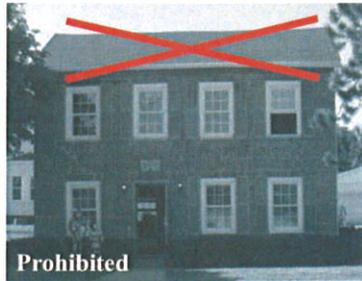
Examples

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

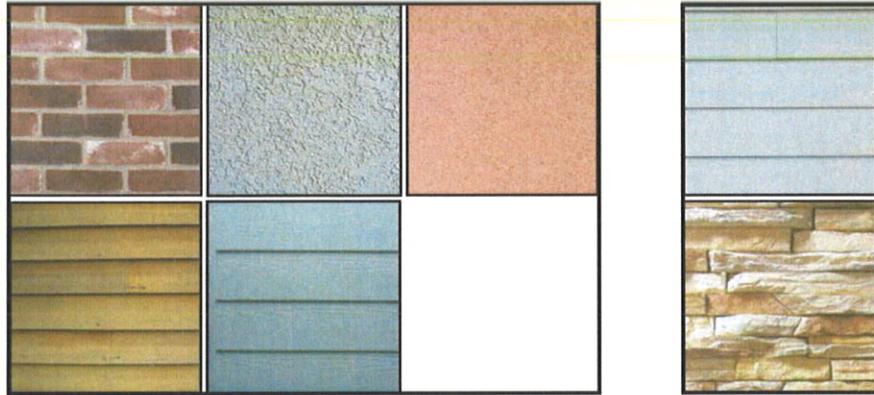
Intent

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.

ALTERNATIVE ONE

Detached Gooseneck Sign

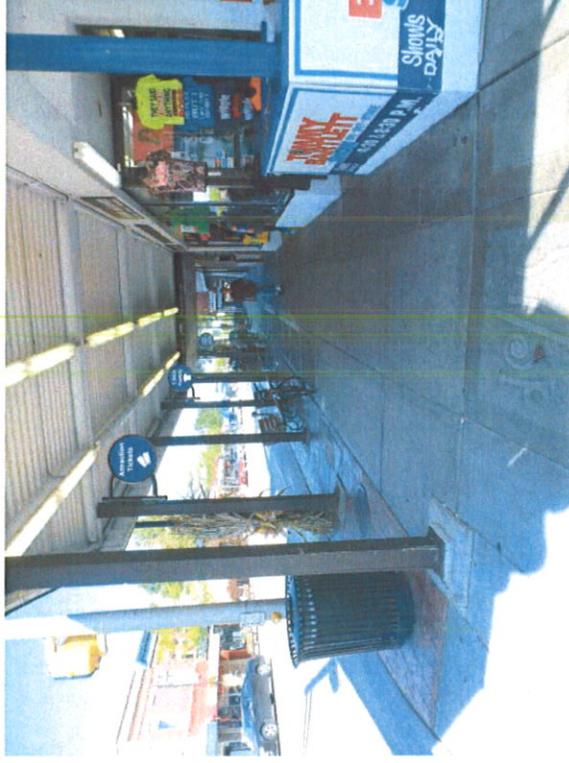
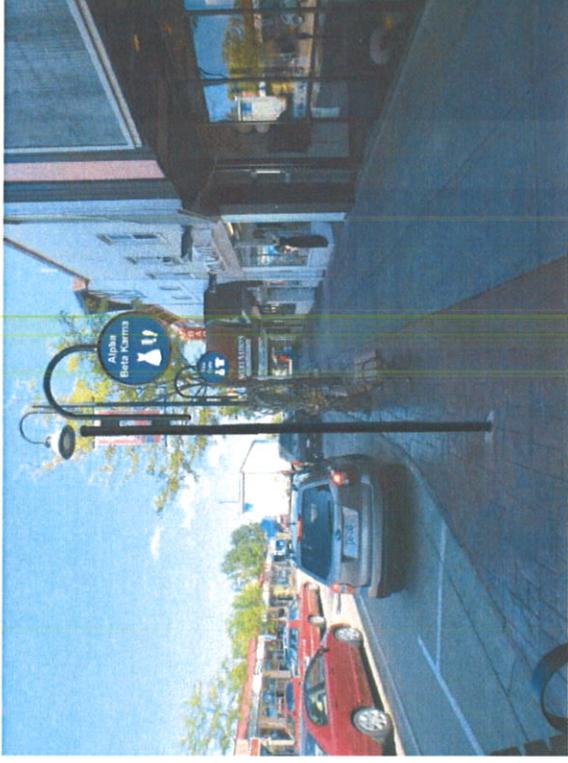


Strengths

- 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





PROFESSIONAL SERVICES

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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

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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.

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)

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(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

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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.
- (2) SIZE Limitations: A BLADE SIGNs must meet the standards set forth by the DOWNTOWN DESIGN REVIEW COMMITTEE (DDRD) 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

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

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

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

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(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

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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 Mt Condensed" font;~~
 - ~~(iv) character color shall be GSP/Seoteheal #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~~

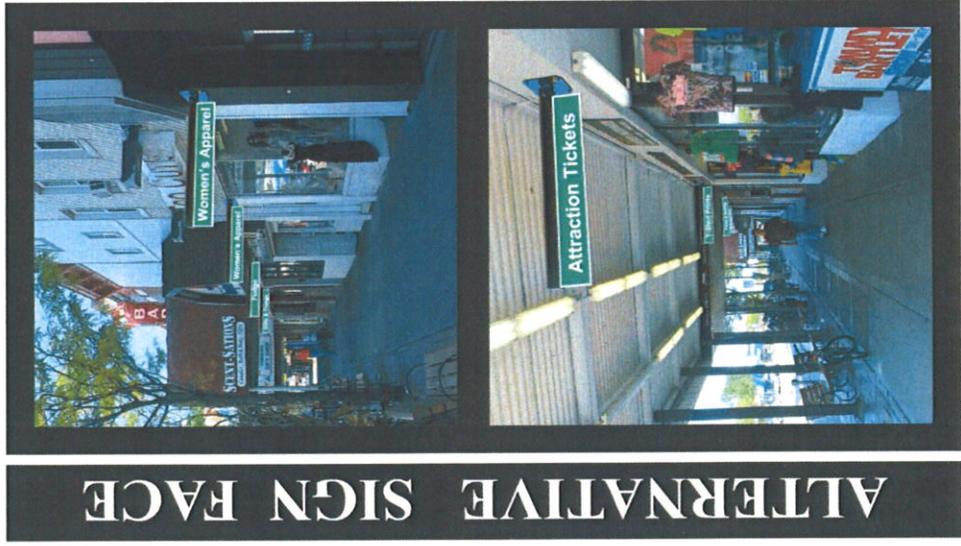
~~— 6. be mounted perpendicular to the face of the building or business.~~

~~(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.

ALTERNATIVE TWO

Attached Narrow Blade Sign

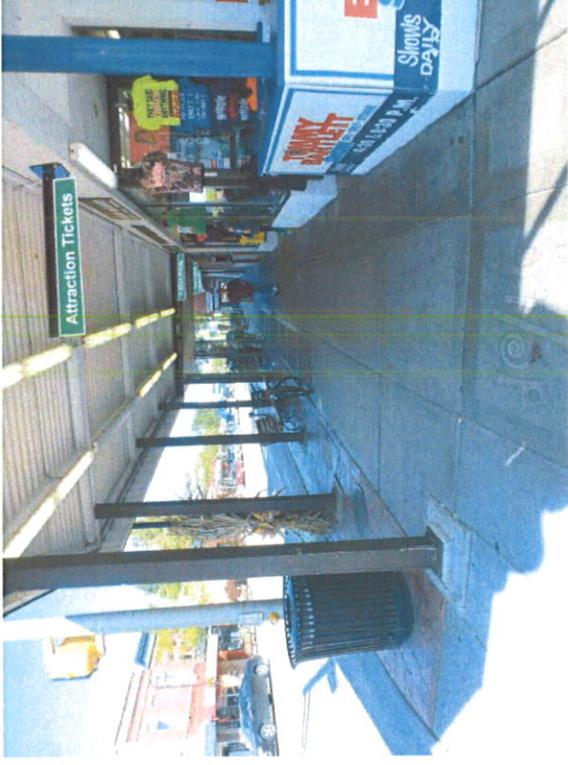
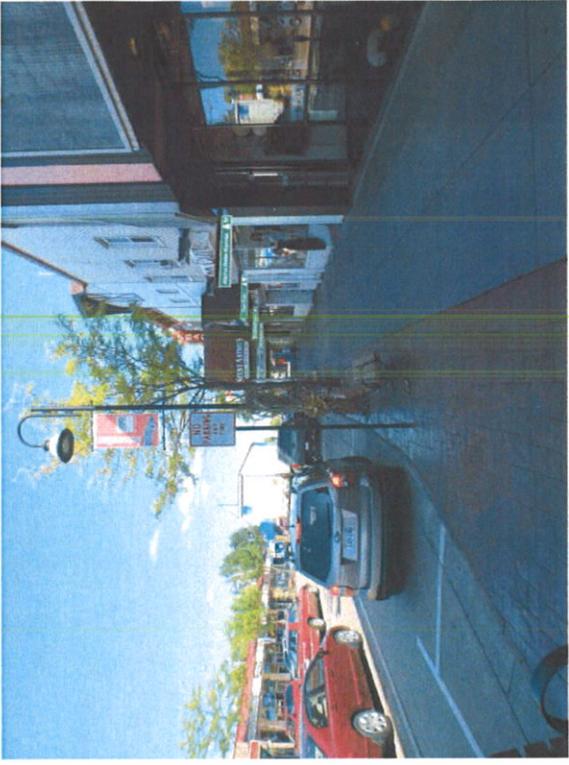


Strengths

- 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

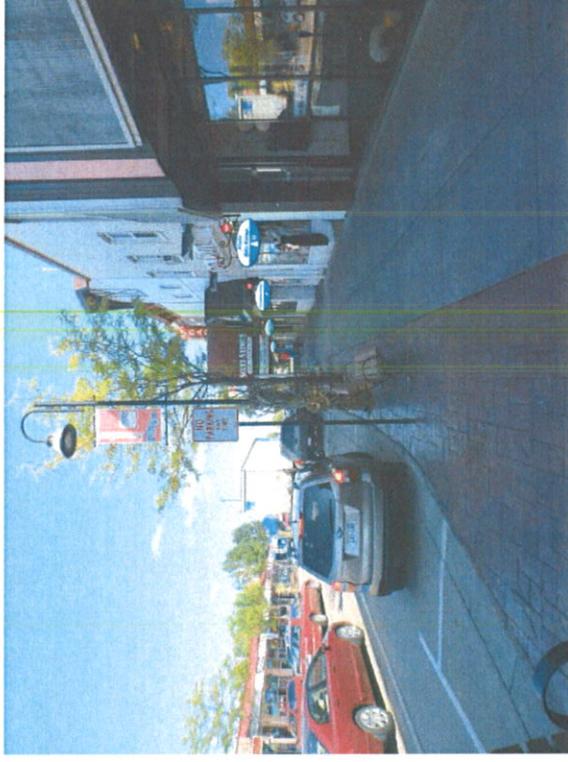


Strengths

- 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

