

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, MARCH 2, 2016 Time: 10:00AM Location: MUNICIPAL BUILDING - 300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS	
ALDER MOR - CHAIR	BEN BORCHER
DAN GAVINSKI	MARIA ROSHOLT
JACQUELINE MORSE	
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the February 17 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any
4	Discussion / Decision on Design Standards for C-2 Downtown Zoning District (added Building & Site plan)
5	Discussion / Decision on Incidental signs
6	Discussion / Decision on Sidewalk Cafés
7	Items for referral to future meeting
8	Set date and time of future meeting
9	Adjournment
10	
11	
12	
	<p>Open Meetings 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 meeting 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.</p>
	<p>CHAIRPERSON – DAR MOR DISTRIBUTED FEBRUARY 25, 2016</p>



Wood Plank signs with dimensional cut lettering (THE KEG): estimated \$2,875.00
 Wood plank signs with dimensional cut lettering (THE PATIO): estimated \$1,800.00

Wood Plank signs with dimensional and print/painted vinyl decoration (tropical look patio): Estimated \$1,400
 Original design (the keg) with barrel style graphic: estimated 2,150.00



$4.5 \times 9.6 = 44 \text{ Ft}^2$

Approval Signature: _____

Date: _____



941 E. Main St. Reedsburg, WI 53959

608 524-4012

608-524-0440 Fax

Proposal by KO

www.gawronskisigns.com

Date: May 21, 2013

Job Number:

Job Description: Building Signage

Terms: 50% Dep. Balance upon completion

Company: The Keg Bar & Grill

Address: 732 Oak Street

City: Wisconsin Dells, WI

Phone: 608.254.7475

Contact: Keith Koehler

State/ZIP:

* This drawing is property of Diversified Creative Services. Any reproduction of this artwork or production of the item(s) outlined in this document is expressly forbidden. This design was created with the intent of procuring work for the creator. The right to produce any or all parts of this design must be released by DCS, in writing. **If this quote includes the removal of existing materials, upon removal, those materials become the property of Gawronski Signs and will be disposed of, and/or recycled (in accordance to local regulations) at our discretion unless agreed upon prior to acceptance of this quote. *** We have determined that it is necessary to charge finance charges on all amounts past due. The due date is determined by your terms on the invoice. Due upon receipt is 0 days and if not paid upon receipt a 1.5% charge will be added to your total. For all balances carried 30 days beyond their terms, the 1.5% is the monthly finance charge and an additional \$10 clerical fee will be added as well. Customer is responsible for these costs as well as any collection or legal fees accrued during the collection process. Customers signed approval of quote and/or acceptance of product acts as acknowledgement/acceptance of these terms and conditions.



ITEM 3b

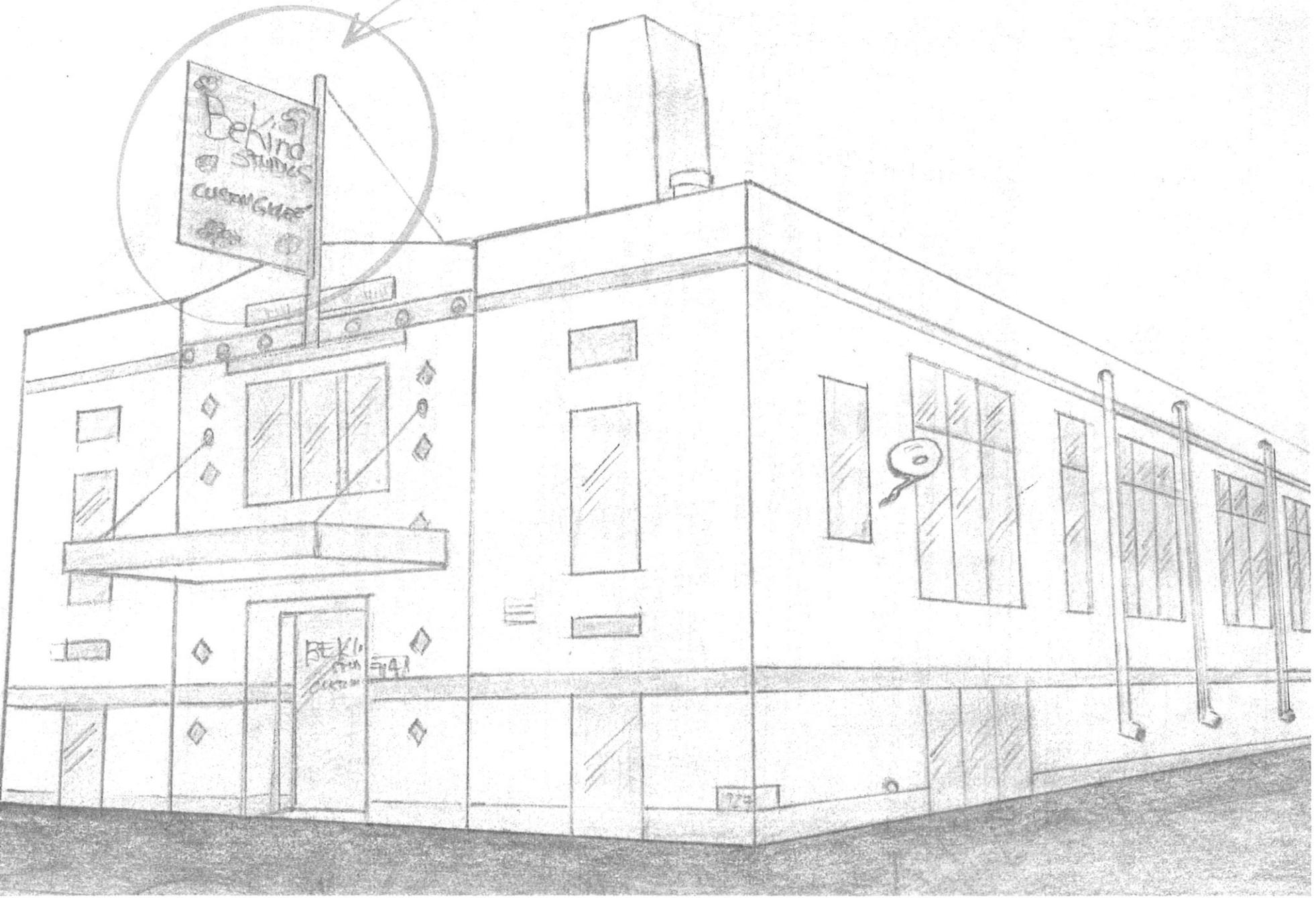
SKETCH of
PROPOSED SIGN

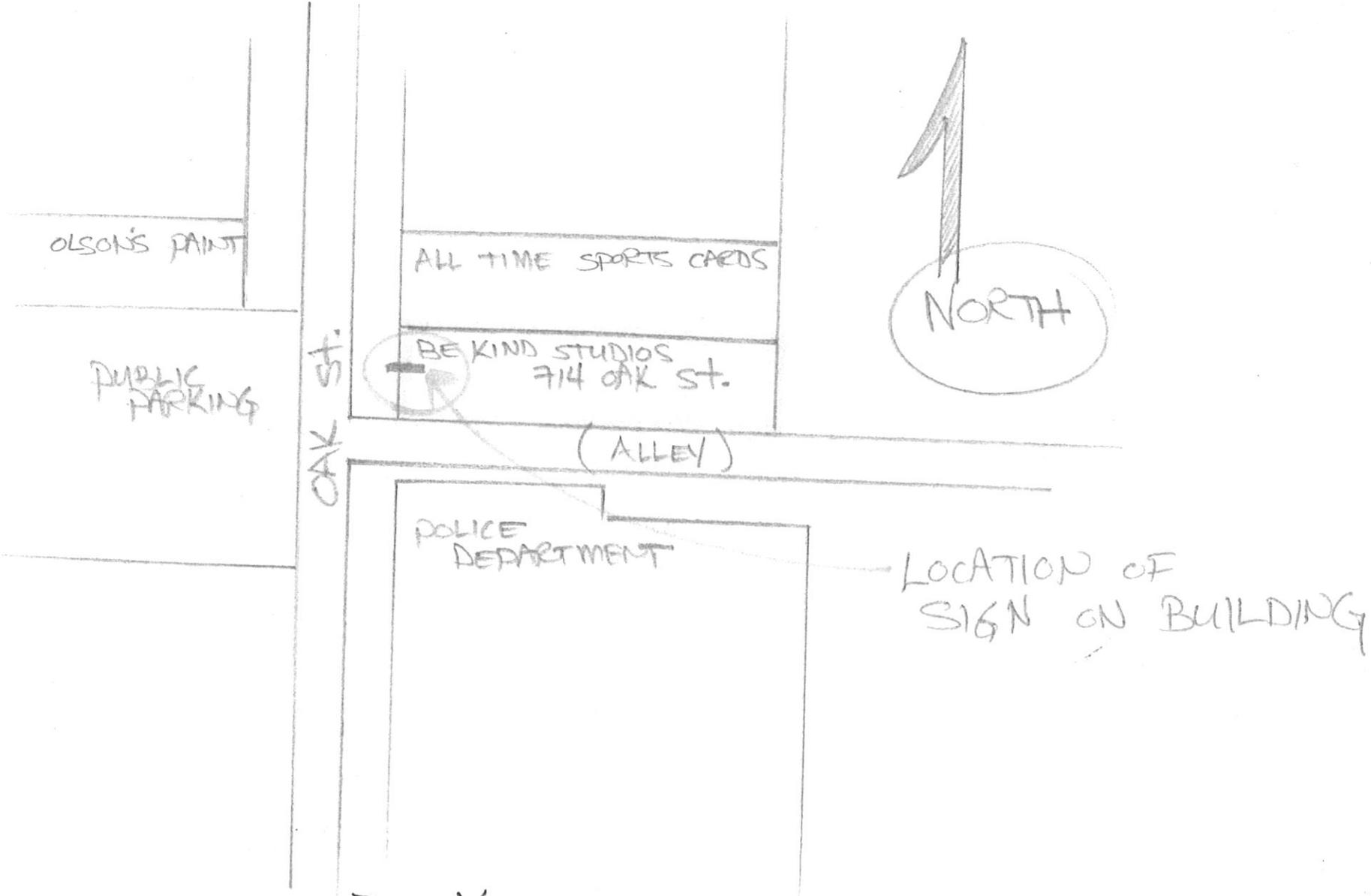
8 FEET TALL

6 FEET WIDE $\approx 48\text{ft}^2$

Z SIDES

LOCATION of SIGN on BUILDING





OLSON'S PAINT

ALL TIME SPORTS CARDS



PUBLIC PARKING

OAK ST.

BE KIND STUDIOS
714 OAK ST.

(ALLEY)

POLICE DEPARTMENT

LOCATION OF SIGN ON BUILDING

BE KIND STUDIOS SITE PLAN

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PALACE THEATER
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Chris Tollaksen

From: Stephen Tremlett [stremlett@msa-ps.com]
Sent: Thursday, February 25, 2016 2:28 PM
To: Chris Tollaksen
Subject: Downtown Dells - Design Standards
Attachments: WI Dells_Design Standards_draft_2016_02_25.pdf

Hey Chris!

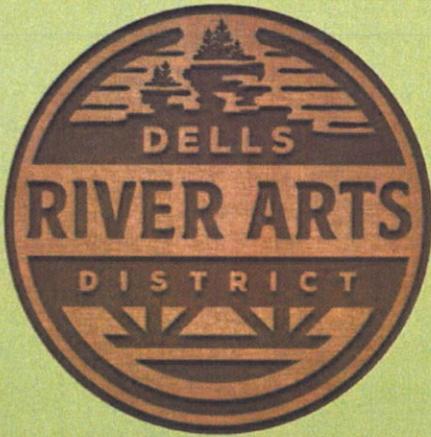
Attached is the revised design standards for the C-2 district, per our changes from the last meeting. Below is a summary of these changes (and those items changed have been highlighted in the attached PDF). Also two additional changes were made per feedback from Zebra Dog. We will review these changes and finish reviewing the remainder of the standards (P31-34).

Zebra Comment Changes

- (Cover) Removal of Zebra Dog's image due to reservations of its inclusion in this document (i.e. outdated vision elements, potential inaccuracies of building facades, and evolution of the facades may become outdated). Therefore, I replaced it with an image showing progression from the past to today conditions on the 200 Block.
- (P15) Change of the Choc-Oh-Lot image with the Carvelli's example. The original misled the use of inappropriate awning type.

DRC Comment Changes

- All example images use either "Appropriate" or "Allowed" (instead of Recommended). "Appropriate" are examples that are the preferred design, while the use of "allowed" suggests those designs that would be allowed but might not be the preferred design.
- (P7) Added a description of "Garage Door, Vehicle-Access"
- (P24) Revised intent statement
- (P24) Replaced Standard #1 to not allow any front yard parking unless what was bullet 3 exists (from original document). Removed bullets 1 and 2.
- (P24) Modified Recommendation "A" and lower left example image
- (P26) Revised Standards 1 and 2 (from original) to three standards. The first to prohibit front yard parking throughout. The second and third to restrict side yard parking dependent upon east/west of Church Street (AND Removed middle example image on the original as it is no longer allowed)
- (P26) Removed front yard mention in Recommendation "A"
- (P27) Added in two statements in Standard 2 related to excluding alleyways and stipulating screening cannot impede functionality/service
- (P27) Split out Standard 5 into two standards (now Standard 5 and 6) – no change to text
- (P30) Standard 3 is now a requirement for the entire C-2 district
- (P30) Revised Standard 4 to prohibit vehicle-use garage doors facing Broadway; however, allowing pedestrian-use garage doors (AND Replaced middle image on example side bar to show two examples of pedestrian-use garage doors)
- (P30) Revised Standard 5 to relate only to vehicle-access garage doors
- (P30) Revised Recommendation "B" to specifically mention "garage doors (if allowed)"

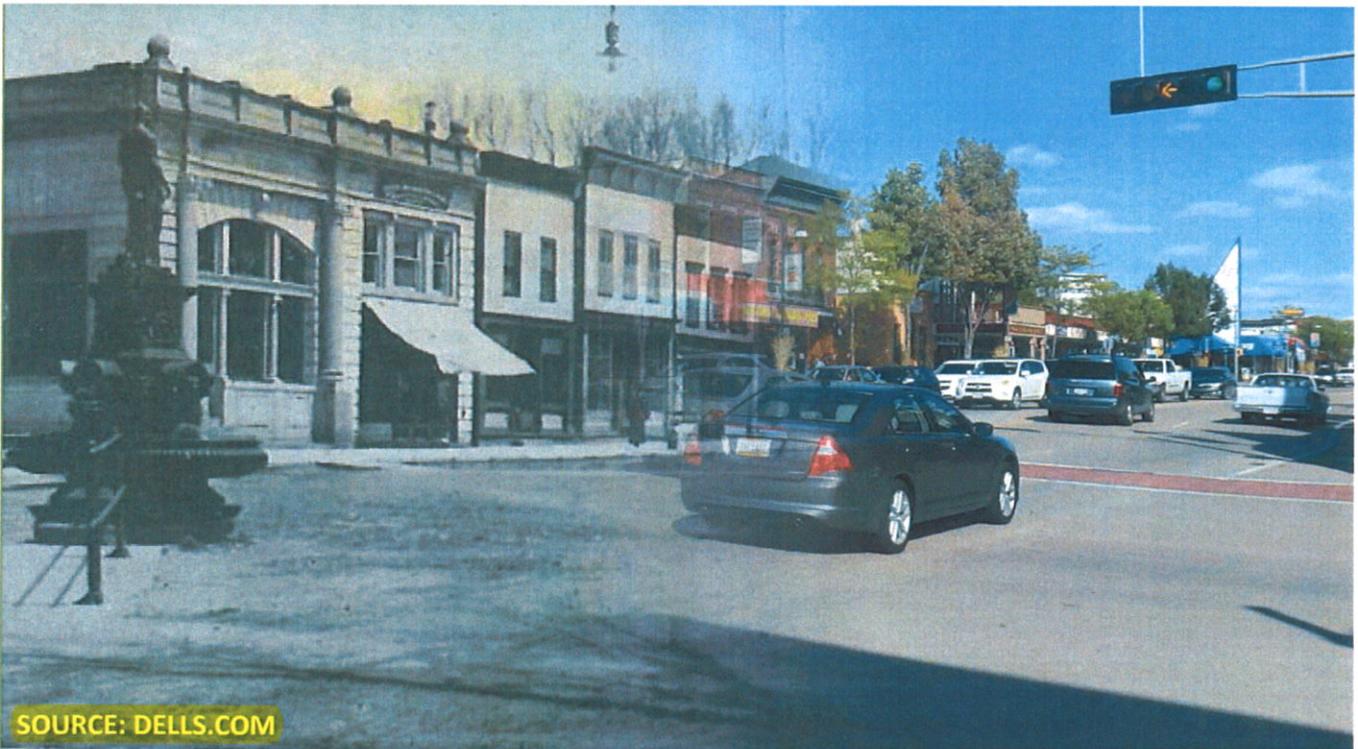


DOWNTOWN

DESIGN STANDARDS

CITY OF WI DELLS, WI

FEBRUARY 25, 2016 *DRAFT*



MSA

PROFESSIONAL SERVICES

Terms

a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system

a license issued under DHS (Restaurants) or ATCP 75 (Retail Food Establishments)

a unit of illumination produced on a surface

a building entrance that is unlocked during business hours and is designated for public use

a large door that opens either manually or by an electric motor to allow vehicles to park inside the building envelope.

the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

the horizontal beam spanning an opening in an exterior wall

any sign placed within three (3) feet of a storefront window intended for viewing from the exterior.

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.

a sign that is applied to the face of an marquee that generally projects over the entry to the building.

a sign mounted or incorporated into a solid base and not attached to a building.

any parking area that has five (5) or more stalls

EIFS

(Exterior Insulation Finishing System)

Food License

Footcandle

Functional public entrance

Garage Door, Vehicle-access

Ground floor facade

Lintel

Internal Signage

Marquee

Marquee Sign

Monument sign

Parking lot



NOT PERMITTED

The colors used for the background is too bright, and the lettering, especially the secondary text "bakery" and "deli", are extremely hard to read.



NOT PERMITTED

This sign is not permitted for several reasons, including inappropriate type of portable sign and for its usage of fluorescent lettering.



NOT RECOMMENDED The lettering of this window signage makes it difficult to read.



NOT PERMITTED This loose vinyl sign may not be used as a permanent sign.



APPROPRIATE The lettering is simple and effective. The color tones between the sign's lettering (gold) and the background (black) provide good contrast and legibility.



APPROPRIATE The sign is complementary to the building stone and window trim. The lettering is simple, subdued in color, contrasts well with the sign background, and incorporates a central logo.



APPROPRIATE The sign is complementary to the building's materials and colors. The lettering is simple, bold, subdued in color, and contrasts well with the sign background.

Street Relationship

INTENT: To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Broadway Avenue).

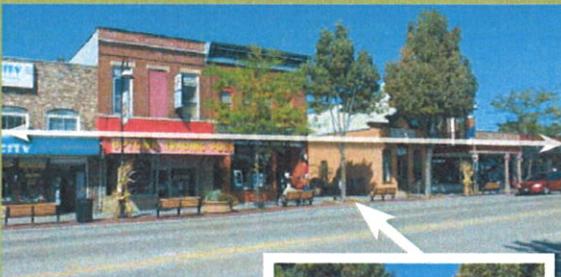
SITE DESIGN



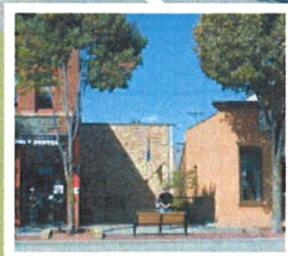
APPROPRIATE The ADA ramp is incorporated in the stair entrance and meets the needs of all users.



APPROPRIATE Portion of the building is set back from the street, creating a space for outdoor seating and activity without obstructing the sidewalk.



APPROPRIATE This outdoor plaza provides a unique space in downtown Dells that is welcomed by the City. However, continuation of the “street wall” along Broadway is also very important and should be considered when designing a building setback not consistent with the adjacent buildings. Excessively large breaks in Broadway Avenue’s “street wall” is discouraged.



Standards

1. Primary structures **shall** be built to the front property line, unless the setback will be used for an outdoor seating area, a hardscape plaza, or similar usable (accessible) space. See Recommendation “A” for more information.
2. A minimum of one functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets **shall** provide an entrance facing the more prominent of the streets.

Recommendations

- A. Building setback should be consistent along Broadway Avenue to continue the existing “street wall” appearance. A small break in the “street wall” is allowed, but loss of significant street frontage can be damaging to the over feel/look of the downtown and is discouraged.
- B. Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.

Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or excessive light trespass.

Standards

1. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one (1) footcandle as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
2. Parking and security lighting poles **shall not** be taller than the thirty-five (35) feet. For properties in or abutting a residential zoning district, the maximum allowable height **shall** be twenty-five (25) feet.
3. Exterior light fixtures **shall** be designed to complement the character/style of the building.
4. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

Recommendations

- A. Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A uniformity ratio of no more than 15:1 is recommended for pavement illuminance, to avoid excessively bright or dark areas.
- B. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).
- C. Preferred light types include: LED, fluorescent, and high-pressure sodium.



APPROPRIATE Above examples illustrate sufficient and uniform lighting of walkways and building architectural elements.



The two images on the left show good examples of low parking lot fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.

SITE DESIGN

Parking Areas

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

SITE DESIGN



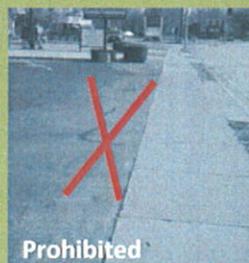
ALLOWED Development #1 parking is in the rear yard, and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two.



APPROPRIATE These images show a variety of ways to buffer parking areas from the public sidewalk. This provides both safety and comfort to pedestrians walking along the public street, as well as visual interest.



NOT PERMITTED The image on the right shows a prohibited condition where there is no buffer between the parking lot and sidewalk.



Standards

1. Off-street parking in front of the building is **prohibited**.
2. **WEST of Church Street only**, side yard parking **shall not** be more than seventy (70) feet wide (necessary space needed for two rows of parking with a drive aisle and sidewalk buffer).
3. **EAST of Church Street only**, side yard parking **shall not** be more than one hundred and forty (140) feet wide (necessary space needed for two double-loaded parking aisles with a landscaped median between them).
4. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
5. Parking stalls and drive aisles **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer with a minimum of five (5) feet in depth.
6. Parking lots adjacent to residential properties **shall** provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with acceptable plantings/trees, a fence, or a mix of these options.

Recommendations

- A. Rear yard parking is **preferred**, in lieu of side yard parking.
- B. Shared parking lots are **encouraged** to allow more efficient access and use of space between adjacent parcels. This can be accomplished through the use of access easements on each parcel.
- C. Planted parking islands are **encouraged** between parking spaces and drive aisles.

Storage & Service Areas

INTENT: To improve the appearance of the downtown area, especially along Broadway Avenue.

Standards

1. Screening **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.
2. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or screened so that they are not visible from a public street (**excluding alleyways**), waterfront or adjacent properties, **unless screening impedes functionality/service**. Electrical service boxes are excluded from this requirement (see **Standard 3**).
3. Placement of service boxes **shall** be located away from pedestrian zones (e.g. side or rear yard).
4. Permanent loading docks and staging areas **shall not** be in the front yard. Any loading areas visible from the street, or facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
5. Outdoor storage of products, materials or equipment is **prohibited** in the front yard.
6. Short-term display items, or items that are available for purchase by customers, are exempt from this standard (see City Code sec. 16.30 for regulations on outdoor display of retail merchandise).

Recommendations

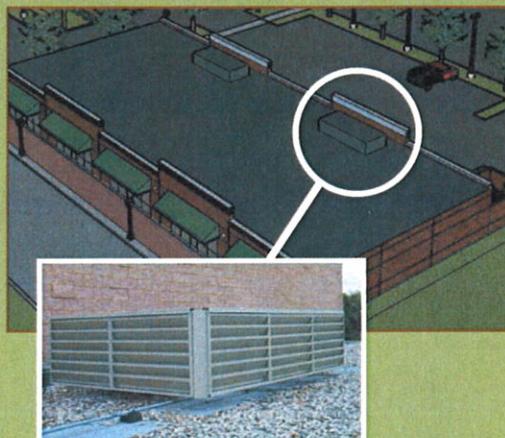
- A. Shared garbage and recycling facilities are **encouraged**, where practical, as a means to meet screening requirements and preserve access needs.
- B. Plantings around dumpster enclosures is **encouraged**.
- C. Placement of loading and staging areas in the rear yard is **encouraged**.



APPROPRIATE Both examples above use materials and design to match the primary building and site architecture, and they incorporate landscaping along the base of the structure.



NOT PERMITTED In these examples the screening is insufficient and the materials used do not match or complement other site features.



APPROPRIATE Example of a building facade screening rooftop mechanical from ground view.

SITE DESIGN

Scale, Articulation & Roofline

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

BUILDING DESIGN



APPROPRIATE Vertically-proportioned buildings with articulation of structural bays and tall windows.



NOT PERMITTED Wide building with no vertical expressions to break up the facade.



APPROPRIATE The images above illustrate techniques used to vary the facade heights along a long facade, meeting the 25% threshold described in **Standard 3**.



REQUIRED Use of horizontal expression line.

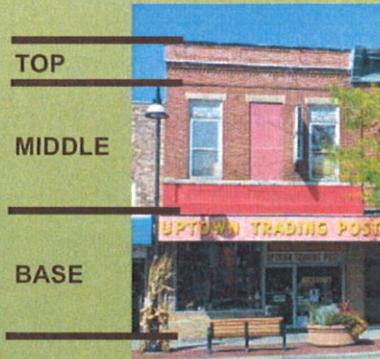
Standards

1. New buildings **shall** be at least sixteen (16) feet tall from sidewalk grade to the facade termination (top of the parapet/cornice).
2. New buildings with a total width equal to or greater than their height **shall** utilize one or more of the following techniques to mitigate horizontally-proportioned facades:
 - expression of structural bays,
 - variations in material,
 - variation in the building plane, and/or
 - vertically-proportioned windows.
3. Street-facing building facades over hundred (100) feet in length **shall** have a minimum of twenty-five (25) percent of the facade vary in overall height, with such difference being four (4) feet or more measured eave to eave or parapet to parapet.
4. 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.
5. A discernible "base" **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.
6. Any secondary facade facing a public street (corner buildings) **shall** incorporate design qualities similar to the primary front facade.
7. A positive visual termination at the top of the building **shall** be established, such as a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
8. Pitched roofs **shall** have a slope no less than 5:12.
9. An accurately-measured elevation of each exposed building facade, including roofline, **shall** be submitted with the Design Standards Checklist. The elevations **shall** include for reference purposes any adjacent buildings, including the roof profile, window configuration and any other important architectural features.

Scale, Articulation & Roofline (cont.)

Recommendations

- A. A full two story building is **encouraged**, wherever feasible.
- B. Vertically proportioned facade design is **encouraged**, especially on Broadway Avenue.
- C. All new buildings are **encouraged** to utilize details or changes in materials to create a discernible base, middle and top.
- D. New buildings should incorporate horizontal expression lines from existing buildings within the same block, whenever practical.
- E. Use of the same material and color palettes of the primary facade on secondary facades (corner buildings) is **encouraged**.
- F. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.
- G. Parapet walls with cornices are **encouraged**.
- H. Unique and decorative cornice designs are **encouraged** to generate character and building identity.



APPROPRIATE Demonstration of base, middle and top on an existing downtown building (Standard 5, Standard 7 & Recommendation "C").



APPROPRIATE Examples of secondary facades continuing the design quality, material palette, and color palette of the primary facade (Standard 6).



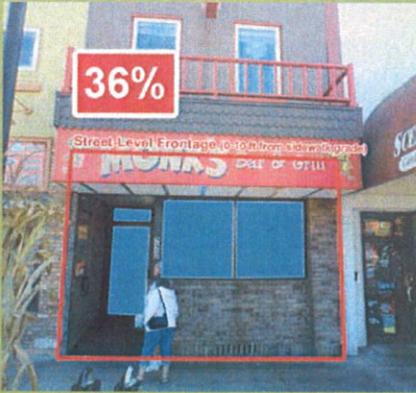
PROHIBITED A low-slope roof, which does not meet Standard 8.

BUILDING DESIGN

Windows, Doors & Garages

INTENT: To enliven and activate the street, and to reinforce the existing building character within the downtown area.

BUILDING DESIGN



ALLOWED Because more than 35% of the ground floor facade is clear glass, visual connections between the street and the building are strong.



ALLOWED Use of a garage door or accordion-style door is allowed on Broadway Avenue if it provides pedestrian access only (no vehicle access) and provides high visibility into the interior space.



APPROPRIATE The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade.

Standards

1. **WEST of Church Street only**, street-level facades facing a public street **shall** be comprised of at least thirty-five (35) percent clear glass (up to ten (10) feet above sidewalk grade).
2. **EAST of Church Street only**, ground level facades facing a public street **shall** be comprised of at least twenty-five (25) percent clear glass (up to ten (10) feet above sidewalk grade).
3. New buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.
4. **WEST of Church Street only**, new garage doors facing Broadway Avenue are **prohibited**, unless it is only providing pedestrian access to the building's interior space (no vehicle use).
5. If allowed, new **vehicle-access** garage doors facing a public street **shall** use one or more of the following techniques to mitigate their impact on the street frontage:
 - set back the garage bays from the primary facade a minimum of four (4) feet,
 - set back every third (3) garage door a minimum of (2) from the remaining garage door bays, and/or
 - screening garage doors from the street.
6. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

Recommendations

- A. Retaining (or uncovering) pre-existing window openings is **encouraged**.
- B. Downtown buildings should activate the street by providing significant visibility through the street-level facade, **including garage doors (if allowed), to** activities or displays within the building.
- C. The use of reflective or dark-tinted glass on the front facade is **discouraged**, especially at the street level.

Projections

INTENT: To reinforce the existing building character within the downtown area.

Standards

1. Signage on projections **shall** meet the requirements under Signage Design - General (p.10-15) and Signage Design - Type Specific (p.19) within this Design Standards Handbook.
2. Building projections, such as balconies, bay windows, canopies and awnings, **shall not** extend more than six (6) feet beyond the property line at the sidewalk.
3. Building projections **shall** relate to and complement the primary colors of the building facade.
4. New canopies in the public right-of-way are **prohibited**.
5. Canopies and marquees **shall** have a minimum clearance height of ten (10) feet above the sidewalk grade with any signage underneath these structures having a minimum clearance height of eight (8) feet.
6. Awnings and canopies **shall not** be made of shiny materials or have a shiny finish.
7. Awnings **shall** be at least three (3) feet in depth and have a minimum clearance height of eight (8) feet above the sidewalk grade.
8. Glowing awnings (backlit, light shows through the material) are **prohibited**.

Recommendations

- A. If a building has transom windows, the awning should be mounted below those windows.
- B. Retractable, open-ended shed awnings are the **preferred** style.
- C. The **preferred** material for awnings and canopies is fire resistant, textile material. Metal, glass, vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials.
- D. Awnings with a front valance or skirt, which hangs down from the awning's front edge, are **preferred**.



ALLOWED This image demonstrates Standard 7 requirements for awning placement.



APPROPRIATE This awning is made of textile fabric with the traditional shed profile, hanging skirt valance, and sits below the transom windows.



NOT PERMITTED Awnings may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

BUILDING DESIGN

Colors & Materials

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

BUILDING DESIGN



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



ALLOWED The images above are permitted building materials (from left to right): vinyl siding (except on the front facade), stone or cultured stone in coursed pattern, and brick veneer.



Example Palette #1

Example Palette #2

APPROPRIATE Example of preferred colors for the primary facade (illustrated using Sherwin Williams color palettes), meeting Recommendation "A".

Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. Vinyl siding and residential steel lap siding are **prohibited** on the primary front facade.
4. If vinyl siding is used on the other sides of the building, it **shall** be at least 0.044" in thickness (considered a "premium" siding), as it is more resistant to damage, sagging and warping, especially when subject to Wisconsin's seasonal temperature extremes.
5. **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.
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.

Recommendations

- A. Muted tones are **preferred** for the primary facade color, such as the color palettes shown on the right.
- B. **Preferred** exterior finish materials include kiln-fired brick, stucco, terra cotta, wood siding and details, and fiber cement siding.
- C. Permitted exterior finish materials include high-quality cultured stone or brick veneer, and vinyl siding (except on the front facade).
- D. 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.

Historic Cleaning & Restoration

INTENT: To promote the appropriate preservation and restoration of existing architectural features in Wisconsin Dells Downtown Rivers Arts District.

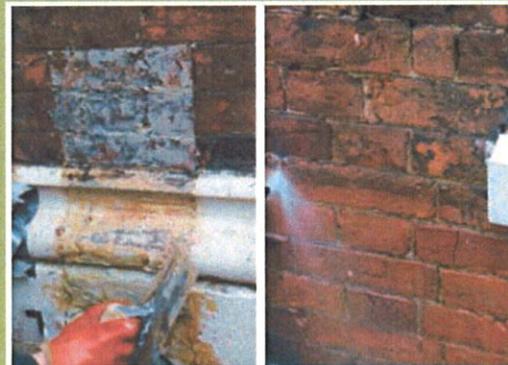
Standards

1. Chemical or physical treatments that could damage existing painted brick or stone, such as sandblasting, are **prohibited**.
2. If necessary, surface cleaning **shall** use the gentlest means possible. Surface cleaning tests **shall** be conducted to determine the most appropriate cleaning method. Adequate time **shall** be provided to observe the results of the test to determine the gentlest cleaning method.
3. New mortar **shall** match the original brick and mortar joint profile, including width and depth. Mortar **shall** duplicate the original in color, texture and strength.
4. Infilling existing historic base panels with concrete block is **prohibited** (unless it matches the primary facade material). Brick, if used to infill a historic base panel, **shall** match the building as closely as possible in size, color, and texture.
5. Masonry on historic structures **shall not** be painted, or stuccoed, if it has not been painted historically.
6. Existing entry openings on historic structures **shall** be retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they **shall** be placed at regular intervals and should be of similar proportions as the original entry.
7. Original or historic features, including columns, bulkheads, transoms and moldings, **shall** be retained, if possible.
8. Inappropriate past additions to buildings **shall** be considered for removal. Elements such as siding, signs, wood filler in window openings, stucco, or exterior siding materials are some materials that **shall** be considered for removal in renovation.



NOT PERMITTED

Sandblasting can be very destructive to historic masonry, as shown above.



ALLOWED Chemical / Softblast Cleaning



APPROPRIATE The before and after images show a restoration project that revealed the original brick and architectural details.

Historic Cleaning & Restoration (cont.)



Recommendations

- A. Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects).
- B. If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.
- C. Building owners are **encouraged** to use a "historic" color for the primary facade color of historic structures. Many of the major paint manufacturers such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish "historic color" sample charts which are available at paint dealers.
- D. Previously obscured design details should be revealed and restored, whenever feasible.
- E. Building owners are **encouraged** to remove materials which cover the transom. If the ceiling inside has been lowered behind the transom, it is recommended that the ceiling be raised for a few feet behind the transom.
- F. If the original base panel is in poor condition or is missing, building owners are **encouraged** to reconstruct it with materials consistent with the size and design of the original panels.
- G. Retaining existing window openings on historic structures is **encouraged**.
- H. Replacement doors and windows on a historic building should maintain the historic character of the building by matching the original material, proportions, design, etc.
- I. Artificial stone, brick veneer, or vinyl or aluminum products applied over masonry surfaces is **discouraged**.
- J. Architectural details should not be obscured or covered up by siding, awnings or signage.

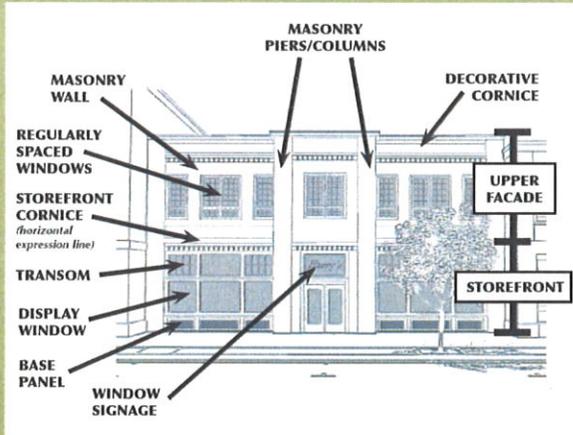


Illustration showing the traditional facade components of a downtown storefront building.

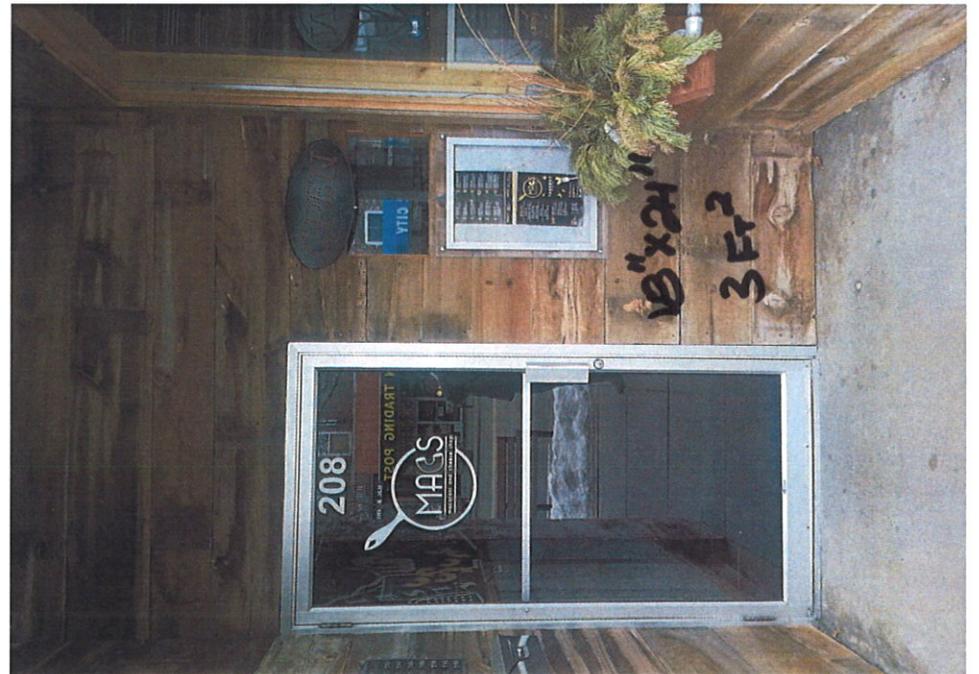
BUILDING DESIGN

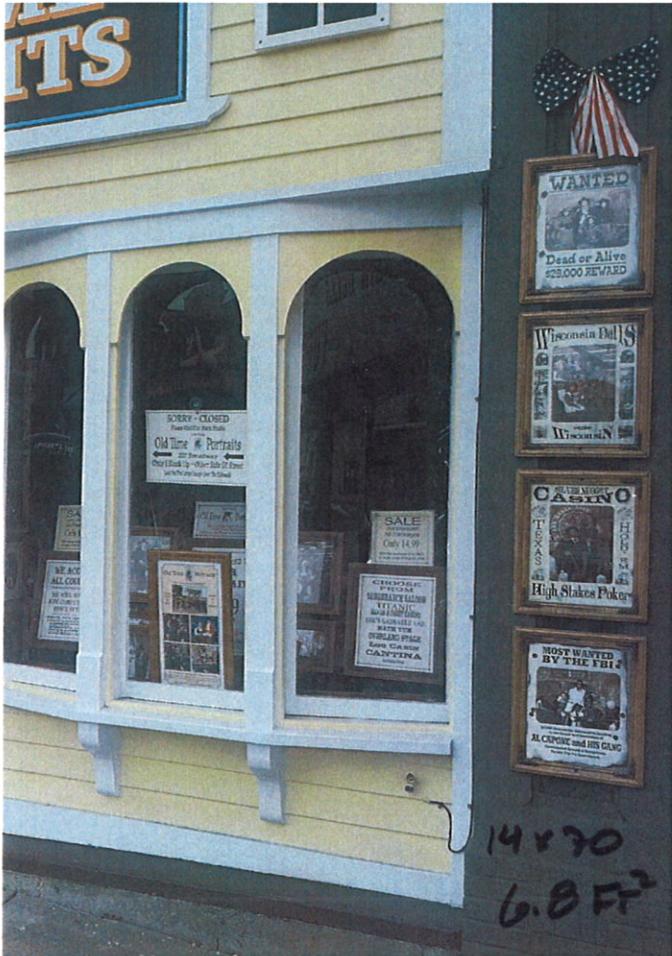


APPROPRIATE An example of a reconstructed architectural pediment.



NOT RECOMMENDED Filling of window openings with wood, brick, or any other materials is discouraged.





Current Sidewalk Café Zoning definition and standards

Definition as Temporary Use

21.8 Sidewalk café An outdoor dining area located upon public property, including a sidewalk, and operated as an integral part of an adjacent restaurant where food and beverages are sold or served primarily for consumption on the premises.

19.907 Sidewalk café

- (1) **Generally.** The provisions of this section provide the opportunity for restaurants in identified areas of the city to use adjoining public sidewalks for the purpose of providing outdoor seating.
- (2) **Purpose.** The provisions of this section are intended to:
 - (a) enhance the pedestrian ambiance of the city by promoting additional activity on city sidewalks and visual interest;
 - (b) enhance the appropriate use of existing public spaces; and
 - (c) increase economic activity in the area.
- (3) **Approval .** Any proposed sidewalk café must be approved by the Design Review Committee.
- (4) **Location.** A sidewalk café shall be located directly in front of the restaurant with which it is associated. A sidewalk café may utilize public space in front of a neighboring property if express consent is giving by adjoining property owners to utilize neighboring frontage. A sidewalk café service area shall be contiguous.
- (5) **Obstructions.** A sidewalk café may not interfere with any public service facilities located within the street right-of-way, including public telephones, mailboxes, public signs, public benches, public art, public fountains, and bus stops. In addition, a sidewalk café may not interfere with fire escapes, drop ladders, building access points, and other points of normal or emergency access.
- (6) **Pedestrian movement.** No portion of the sidewalk café may impede pedestrian movement. Generally, a 4-foot wide unobstructed walkway allows adequate pedestrian movement. On Broadway a minimum 6 foot wide unobstructed walkway is required by WisDOT.
- (7) **Planters.** Planters may be used as a visual amenity and to frame off the space allocated for the sidewalk café. The size of plant materials shall be compatible in scale with the immediate area. Hanging planters are not permitted.
- (8) **Lighting.** Lighting shall be limited to table top lamps of low intensity. The building inspector may allow additional lighting to provide appropriate levels for safety.
- (9) **Furnishings.** All furnishings shall fit the character of a public streetscape. An umbrella over each table may be permitted if it does not create an obstruction.
- (10) **Floor covering.** A floor covering may not be used in the sidewalk café.
- (11) **Tables.** Round tables may not exceed 36 inches in diameter and square tables may not exceed 36 inches in width.
- (12) **Food preparation.** All food shall be prepared within the restaurant.