





**KICKERS**  
**EAT & DRINK**

**BROASTED CHICKEN**

8' x 20' Right hand read on Clara heading towards Kickers

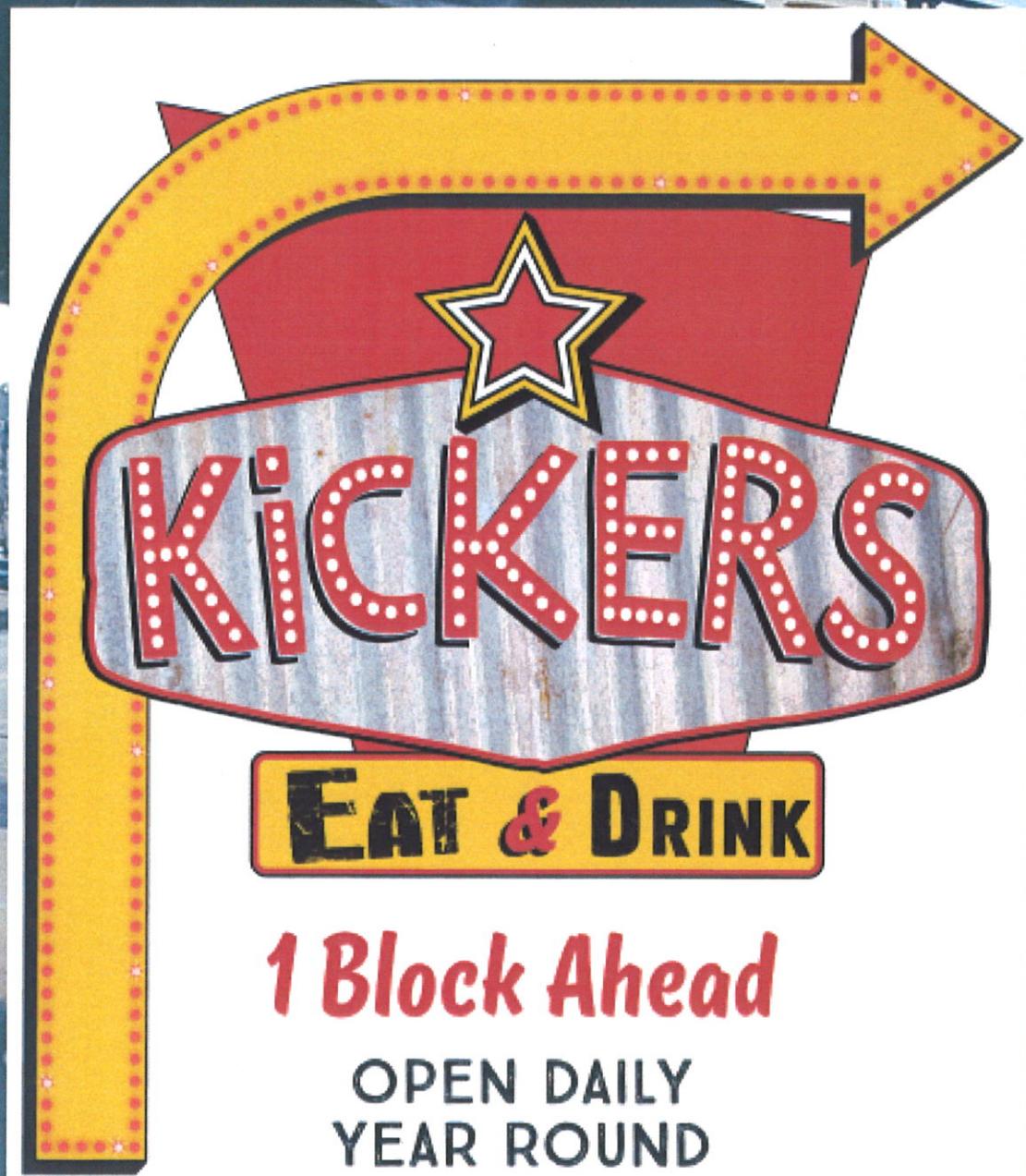
GET NUTS  
AT THE  
SHOW  
BOAT

HORSEBACK RIDING  
BEAVER  
SHRIMP  
BACK ONE MILE  
Trails Every 15-20 Mins

DRINK DELLS BEER!



10' x 28' Right hand read above Broadway heading into Downtown



12.5' x 14.2' Right hand read (covering Mt. Olympus) on Broadway heading towards Kickers

To: Design Review Committee  
From: Out of the Woods

Request for "Sidewalk Cafe" area

Out of the Woods, upstairs in the Chalet complex, is submitting a request to establish a "Sidewalk Cafe" in front of the store on balcony walkway of the Chalet, for your consideration.

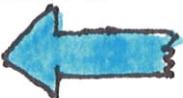
The physical set up would involve four or five tables with chairs and umbrellas. Though intended for customer use, they would be certainly open for public use as well. I should add that as the only retail establishment remaining on the second level of the Chalet, a primary reason for this request is to draw the attention of the public on the street that a second level shop exists. The tables would be chained to the railing, as pictured.

The visibility of the sidewalk cafe may well be the only way to re-generate interest in occupancy of empty storefronts on the upper level, an area that until about eight years ago was fully occupied with retail stores.

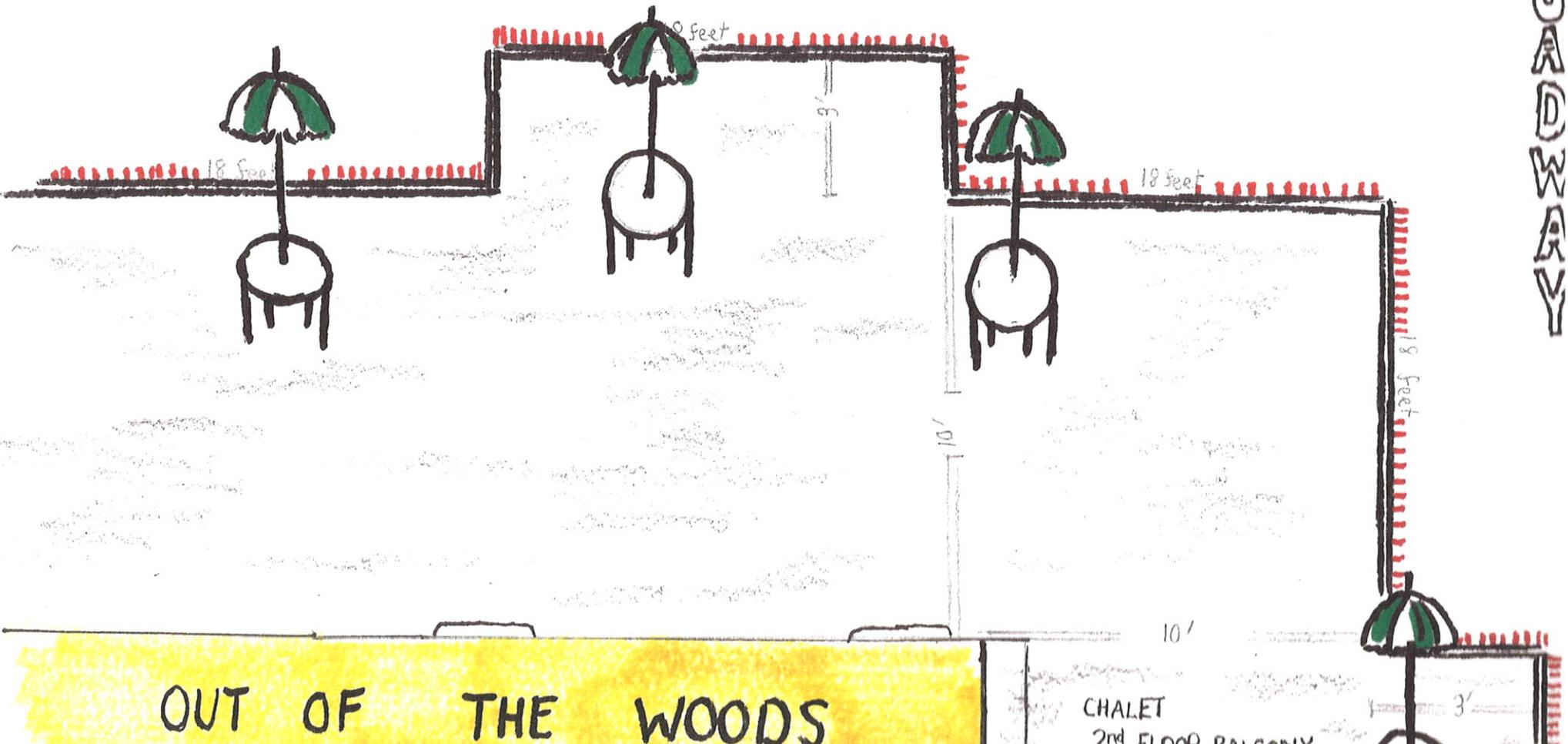
This request has the support of the building's owner, Bud Gussel.

Submitted by  
Mark Sweet  
Out of the Woods

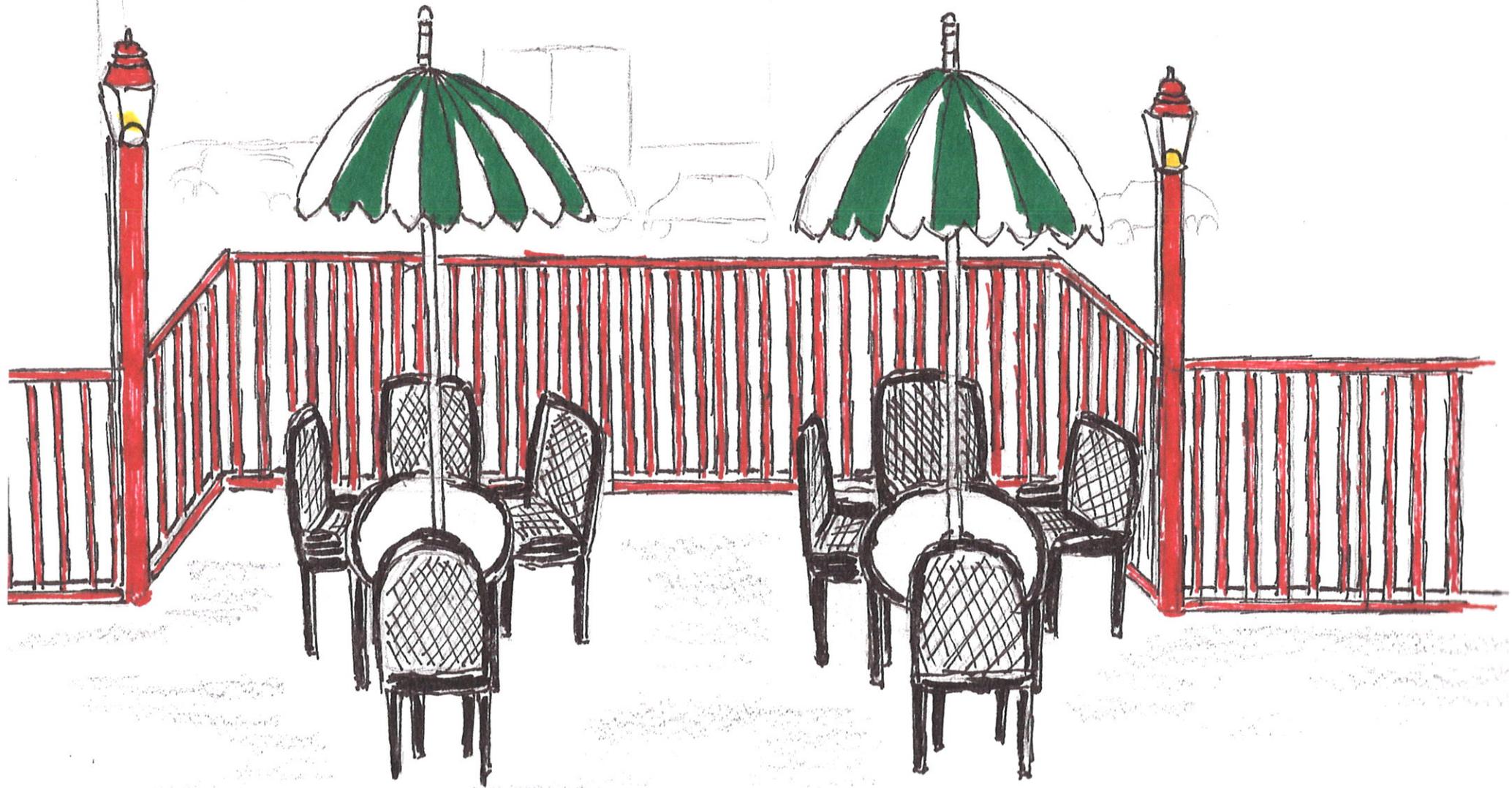
ELM ST.



BROADWAY



CANDY FUDGE ICE CREAM



CHALET  
2<sup>nd</sup> FLOOR BALCONY

- 20.13 Large Scale Private Outdoor commercial food and beverage service An outdoor area located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.
- 20.135 Small Scale Private Outdoor Commercial food and beverage service. An outdoor area LESS THAN 1500 sq. feet serving LESS than 50 persons located on the same lot as a restaurant or drinking establishment where customers can consume food and drink.

**19.811 (A) Large Scale Private Outdoor commercial food and beverage service**

**(1) Approval. Any proposed sidewalk café must be approved by the Design Review Committee prior to the use commencing.**

- (24) Outdoor commercial food and beverage service is an accessory use on privately owned real estate subject to the following guidelines. The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.
- (a) **Maximum size of service area.** The size of the outdoor service area shall not be more than 50 percent of the floor area of the restaurant or tavern.
  - (b) **Location of service area.** The outdoor service area shall be located on the same parcel as the restaurant or tavern or on an adjoining parcel. The outdoor service area shall not be located within any public right of way or within any required landscape area, bufferyard, or front, side, or rear yard setback.
  - (c) **Special restrictions when adjacent to residentially-zoned parcel.** If the outdoor service area is adjacent to a residentially zoned parcel, the following restrictions apply:
    - (i) Alcoholic beverages. Alcoholic beverages may only be served with a meal.
    - (ii) Hours of use. No person may occupy the outdoor service area after 9:30 PM.
  - (d) **Consistency with state liquor license.** No alcoholic beverages shall be served or consumed within the outdoor service area unless the liquor, beer, or wine license, whichever is applicable, as issued by the state of Wisconsin, explicitly states that consumption is permitted within the outdoor service area.
  - (e) **Restroom requirements.** The restroom facilities in the restaurant or tavern shall be of sufficient capacity to serve both the indoor and outdoor patrons. Temporary toilet facilities are not be permitted.
- (3) The Design Review Committee and/or Planning Commission may, upon application, approve deviations from sec. (2) guidelines except there shall be no exception from sub sec. (2)(e). A deviation shall be accompanied by a finding that it is not inconsistent with the spirit and intent of this section.

**19.811(B) Small Scale, private outdoor commercial food and beverage service**

**(1) Approval. Any proposed sidewalk café must be approved by the Design Review Committee prior to the use commencing.**

- (2) Small scale, outdoor commercial food and beverage service is an accessory use on privately owned real estate subject to the following guidelines. The City of Wisconsin Dells has determined that such service can create a enjoyable atmosphere for visitors to Wisconsin Dells that would serve as a benefit to for the community, provided that such service is planned and managed properly.
- (a) **Maximum size of service area.** The size of the outdoor service area shall not be more than 1500 FT<sup>2</sup>. The maximum capacity of the outdoor area shall be 50 persons. Any service area that exceeds this maximum shall be considered a standard Outdoor commercial food and beverage service and require a full CUP.
  - (b) **Location of service area.** The outdoor service area shall be located on the same parcel as the restaurant or tavern or on an adjoining parcel. The outdoor service area shall not be located within any public right of way or within any required landscape area, buffer yard, or front, side, or rear yard setback. The Design Review Committee and/or Plan Commission may require setbacks as they see fit.
  - (c) **Special restrictions when adjacent to residentially-zoned parcel.** If the outdoor service area is adjacent to a residentially zoned parcel, the following restrictions apply:
    - i. Alcoholic beverages. Alcoholic beverages may only be served with a meal.
    - ii. Hours of use. No person may occupy the outdoor service area after 9:30 PM.
  - (d) **Consistency with state liquor license.** No alcoholic beverages shall be served or consumed within the outdoor service area unless the liquor, beer, or wine license, whichever is applicable, as issued by the state of Wisconsin, explicitly states that consumption is permitted within the outdoor service area.
  - (e) **Entrance to service area if alcoholic beverages are served.** If alcoholic beverages are served, the entrance or entrances to the outdoor service area shall be exclusively through the restaurant or tavern, and a barrier such as a rope or fence shall be erected to prevent entry to the outdoor service area by any other means.
  - (f) **Restroom requirements.** The restroom facilities in the restaurant or tavern shall be of sufficient capacity to serve both the indoor and outdoor patrons. Temporary toilet facilities are not be permitted.
- (3) The Design Review Committee and/or Plan Commission may, upon application, approve deviations from the sec. (2) guidelines except there shall be no exception from sub sec. (2)(a) OR (2)(f). A deviation shall be accompanied by a finding that it is not inconsistent with the spirit and intent of this section.



# DOWNTOWN

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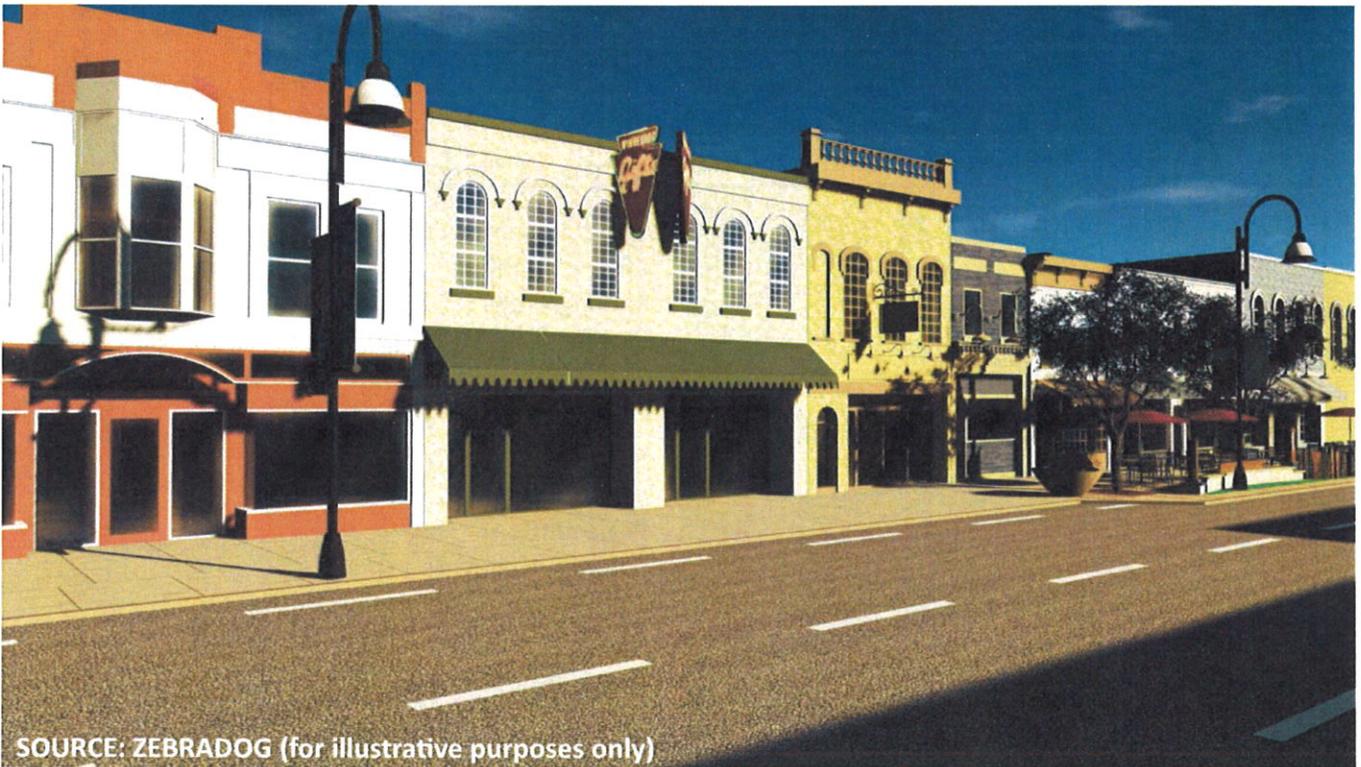
## DESIGN STANDARDS

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### CITY OF WI DELLS, WI

MARCH 16, 2016

**DRC Recommended**



SOURCE: ZEBRADO (for illustrative purposes only)

**MSA**

PROFESSIONAL SERVICES

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# Administration

## DESIGN REVIEW COMMITTEE MISSION STATEMENT

*The Design Review Committee exists to help implement the vision for the WI Dells River Arts District as a premium, year-round, regional destination with cultural depth and an elevated dining, shopping, entertainment and visitor experience. Its mission is to facilitate investment in the district by administering design standards for buildings, sites and signage throughout the C2 zoning district. By helping property owners exercise creativity within the limits of the adopted design standards, the Design Review Committee will be instrumental in striking an appropriate balance between the needs of individual businesses and the overall consistency, quality and success of the WI Dells River Arts District.*

## Pre-Submittal Information

Applicants should review this **Handbook** and the City's **Zoning and Sign Ordinances** (Municipal Code: Chapter 19 & 22) at the beginning of the design process, and are encouraged to meet with the Zoning Administrator to discuss the project.

The following items must be submitted for review, unless the Zoning Administrator determines that they are not needed because the project is limited in scope:

- Certificate of Appropriateness Application (see the next page for more information)
- Design Standards Checklist (see the last section of this Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling containers placement, pedestrian pathways, vehicular parking/circulation, landscaping, stormwater management features, and lighting

## INTENT

The Wisconsin Dells Downtown Design District is intended to standardize the quality and character of **commercial, mixed use, industrial and civic properties** in the Downtown C-2 Zoning District. The District includes historic structures that should be preserved and non-historic structures and sites that are candidates for redevelopment.

## APPLICABILITY

The Downtown Design Standards apply to all **non-residential** parcels in the Downtown C-2 Zoning District, but they **DO NOT** require a property owner/leaseholder to modify their building(s).

Any modification to a building exterior design (new paint, siding, doors, windows, **awnings**, etc.) or site design (parking, lighting, storage/smoking areas, etc.) must receive approval from the Zoning Administrator and/or Design Review Committee based on these standards, even if a building permit is not otherwise required.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or **awning** changes.

## STANDARDS VS. RECOMMENDATIONS

Required **standards** are located in the upper portion of each page, and these standards will be enforced, unless a waiver is granted.

**Recommendations** are located in the lower portion of the each page. For privately-funded projects, the property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the City's Zoning or Sign Ordinances.

**For any project that includes public funding assistance**, the property owner/leaseholders may be required to meet both the standards and recommendations for the corresponding design component.

# Administration

## WHAT IS A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness (COA) is the mechanism by which the City confirms any exterior building changes in the Downtown C-2 Zoning District are in compliance with these design standards. Building permits may also be required.

## WHEN DO I NEED A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness is not necessary for routine maintenance that does not change the material, color or form of the building. It is necessary when a change is being made to the exterior of a property in the C-2 Zoning District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of any exterior color or building material. The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

## WHAT IS CONSIDERED A MINOR PROJECT?

Minor work includes: sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of *awnings*; chimney reconstruction if completed with similar materials; exterior cleaning, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; screening of *parking lots* and dumpsters or other work as designated minor by the DRC.

## WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction of garages; roof alterations and skylights; alterations to any side or elevation of the building; additions; alterations to windows, siding, entries, and trim; masonry finishing; construction of chimneys; erection or complete replacement of a sign; new construction; and relocation.

## Certificate of Appropriateness Process

If you need a Certificate of Appropriateness (COA) for your project, you must fill out the application for a COA contained within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with eight (8) sets of plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and applications should be submitted to the City's Zoning Administrator at Public Works Department, Municipal Building, 300 La Crosse Street, Wisconsin Dells, WI 53965.

The process for attaining a Certificate of Appropriateness is described below. Any issuance of a Certificate of Appropriateness shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

### COA ISSUANCE - MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Zoning Administrator shall respond to the submittal, either by issuing a Certificate of Appropriateness (COA) or providing an explanation of how the submittal does not meet the standards. If a COA is not issued, the applicant may either revise and resubmit the application, or present your proposal in person at a meeting of the Design Review Committee (DRC), to be scheduled by the Zoning Administrator. The DRC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the DRC, the applicant can make an appeal to the City's Board of Appeals (see the side bar on the next page).

# Administration

## COA ISSUANCE - MAJOR PROJECT

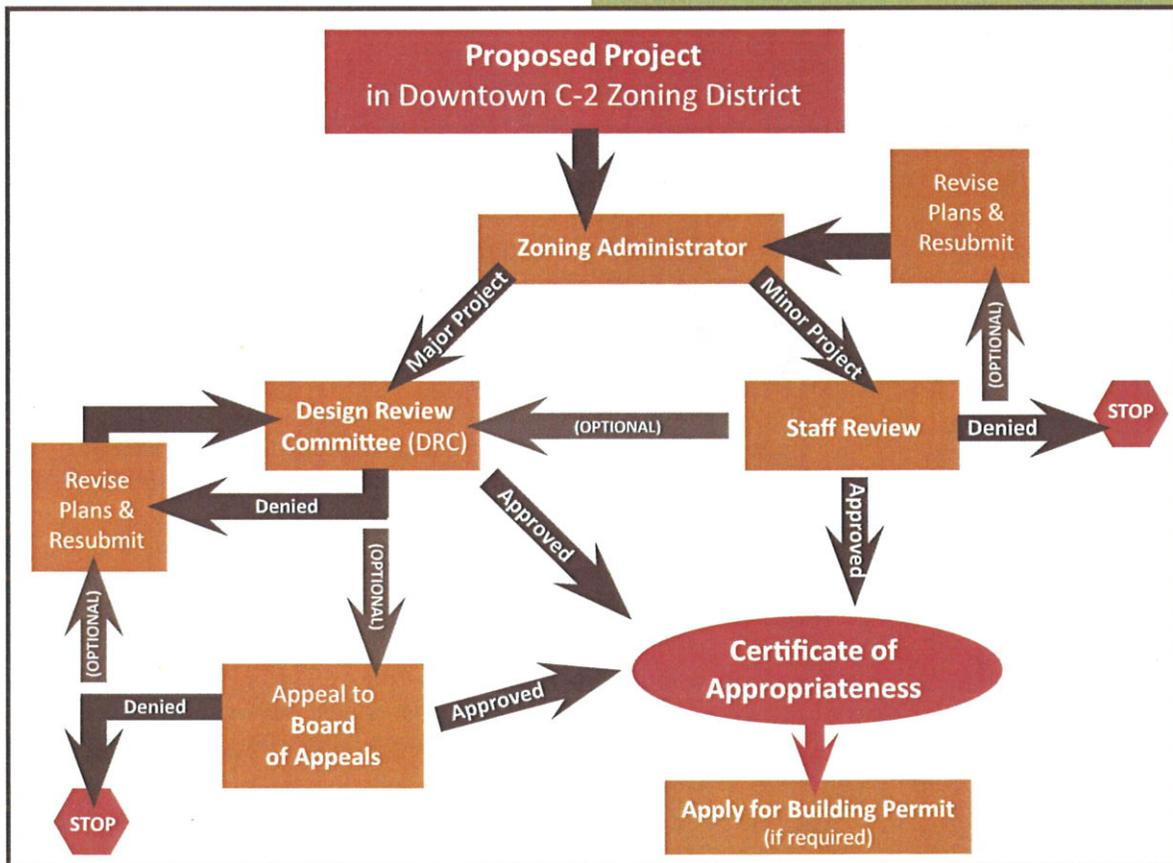
Upon the filing of a complete application for a MAJOR project (see side bar on the previous page for major work items), the DRC shall issue a Certificate of Appropriateness or deny the application within thirty (30) days of the filing of the application, unless the time period is otherwise extended by written agreement between the DRC and the applicant.

The DRC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the DRC, the can make an appeal to the City's Board of Appeals (see side bar for more information).

## ON WHAT GROUNDS CAN I GET A WAIVER?

Waivers are granted by the Design Review Board and/or the Board of Appeals on a case-by-case basis and are decided based on a applicant's ability to demonstrate one or more of the criteria listed below. The waiver application shall be made in writing, in a form deemed appropriate by the Zoning Administrator.

- A) the required design feature cannot be met on the site
- B) the requirement would create undue hardship for the applicant as compared to other properties in the district
- C) the intent of the standards can be successfully met with an alternative design



# Terms

The **TERMS** section defines special words or phrases used in this design handbook. These terms are "bolded and italicized" in the handbook.

## **Awning**

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.

## **Awning sign**

a sign that is applied to the face of an **awning** that projects over a window or door opening.

## **Backlit sign**

a sign illuminated from within

## **Base Panel**

wall panel that fills the space between a storefront window and the foundation below (see **traditional facade components**)

## **Blade Sign**

a special **projecting sign** attached to the building along the storefront frontage

## **Billboard sign**

*(off-premise advertising sign)*

a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located

## **Canopy**

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.

## **Canopy Sign**

a sign that is applied to the face of an **canopy** structure that projects over a window or door opening.

## **Clear glass**

glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building

## **CMU, smooth-faced**

a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish

## **CMU, split-faced**

a concrete masonry unit with a textured exterior finish

# Terms

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

building siding and trim material made up of wood strands that are coated with a resin binder and compressed to create a board.

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)

a building that is at least 50 years old and has retained some historic physical integrity (see **Traditional Facade Components**).

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

the horizontal beam spanning an opening in an exterior wall

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.

## EIFS

(Exterior Insulation Finishing System)

## Engineered Wood

## Food License

## Footcandle

## Functional public entrance

## Garage Door, Vehicle-access

## Ground floor facade

## Historic Structure

## Internal Signage

## Lintel

## Marquee

## Marquee Sign

# Terms

## Manufactured Stone Veneer

(Artificial Stones, Faux Stone, etc.)

a building material manufactured to replicate the look of natural stone using lightweight concrete mix typically one inch in thickness

## Metal Siding/Panel, Corrugated

sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.

## Metal Siding/Panel, Ribbed

a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.

## Monument sign

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

## Parking lot

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

## Parking stall

the area designated for a single vehicle to park

## Pedestal sign

a *portable sign* that is attached to pole support with a sturdy base, generally used for displaying a menu.

## Pole sign

any free-standing sign mounted on a pole

## Portable sign

a sign is a sign not permanently attached to the ground or other permanent structure including *sandwich boards* and *pedestal signs*.

## Projecting sign

a sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.

## Reverse Illumination

This type of lighting uses an external lighting source behind the individual letters that is reversed (facing backwards toward the wall) resulting in the lighting flooding the wall and lighting up the edges of and outlining the channel letters.

## Roof Sign

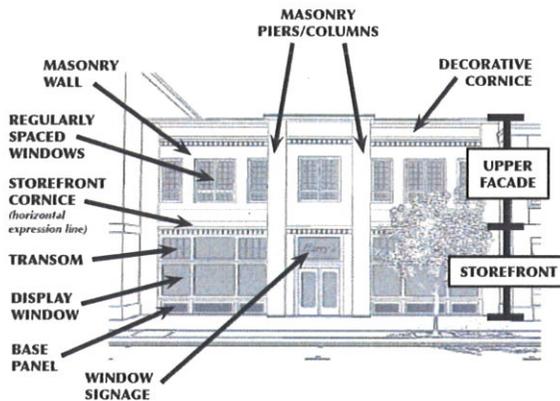
any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.

# Terms

land reserved for public use, including streets and sidewalks

a pair of advertising boards connected to a frame that is foldable and portable

glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include *transom* window area (see *Tradition Facade Component* illustration)



a horizontal window above another window or door (see *traditional facade components*)

a sign or individual mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including *internal signage*.

ROW (Right-of-way)

Sandwich Board

Storefront Display Window Area

Traditional Facade Components

Transom

Wall Sign

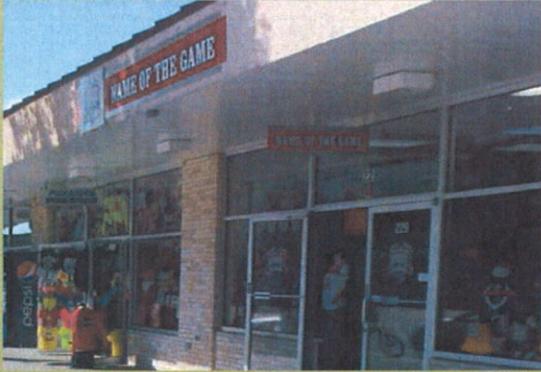
Window sign

ADMINISTRATION

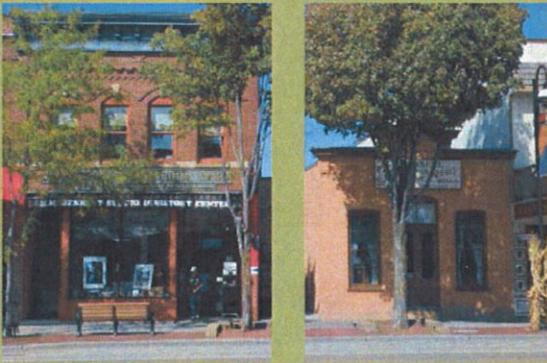
# Orientation, Placement & Massing

Downtown signage can complement and reinforce the pedestrian-oriented character of the downtown, while also meeting the visibility needs of people driving by in cars.

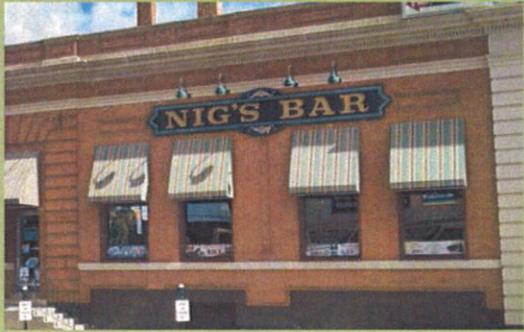
SIGNAGE DESIGN - GENERAL



**APPROPRIATE** The business incorporates signage that provides visibility to both pedestrians and vehicles.



**APPROPRIATE** The above signage is placed in historical storefront locations (i.e. above the first floor windows/doors but below the second story sills, centered above the doorway, and along the awning profile).



**APPROPRIATE** This sign is placed well within the existing architectural features (centered on the brick inlays and above the window/awnings, but below a cornice line).

## Standards

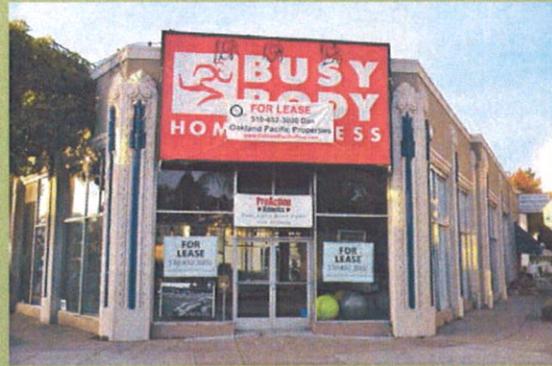
1. Signs **shall** be placed to fit in with the building's overall architectural composition and **shall not** compete with its architectural features, especially on historic facades.
2. Placement of signs **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. Placement of signs **shall not** significantly obscure the building's architectural features.

## Recommendations

- A. Storefronts along Broadway (WIS 23) **should** have signage oriented to both pedestrians and automobiles.
- B. Sign types and locations **should** be appropriate to the architectural character and history of the building whenever possible.
- C. **For multi-tenant buildings**, placement of individual tenant signs **should** be coordinated to achieve a unified signage appearance.



**NOT RECOMMENDED** This *projecting sign* reads well from the sidewalk, but less so from the roadway due to its orientation and the small text.



**NOT PERMITTED** This *wall sign* obscures the existing architectural features, including part of the windows, and is out of proportion to the building mass.



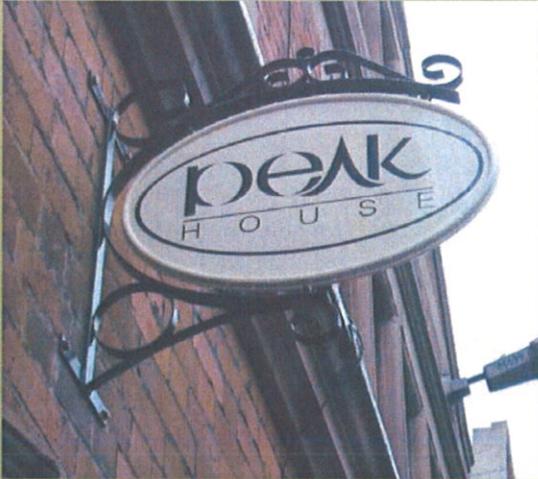
**NOT PERMITTED** This *wall sign* covers up the second-story window sill and the first floor cornice and it extends beyond the corners of the facade walls. A *projecting sign* between the windows or a sign mounted on the *canopy* would be preferred in this case.



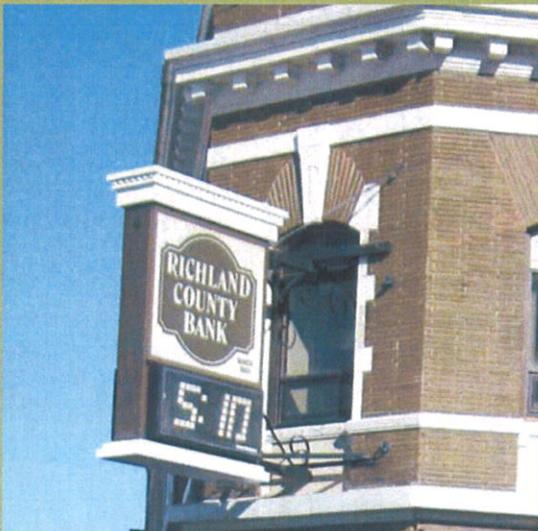
**NOT PERMITTED** The *projecting sign* is placed in front of a window while an alternative location between the windows is available.

# Installation

Since business tenants will change over time, it is important that the installation of signage minimize damage to the building.



**APPROPRIATE** The supports to this *projecting sign* is through the masonry mortar joint, which can be repaired if this sign is removed.



**NOT PERMITTED** In addition to this *projecting sign* obscuring the window (which does not meet Standard #2 under Orientation, Placement & Massing), its bracket obscures the window opening.

## Standards

1. Signage on masonry buildings **shall** be mounted through the mortar joints rather than through the masonry itself.
2. The method of sign installation **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. The method of sign installation **shall not** significantly obscure the building's architectural features.

## Recommendations

- A. To the greatest extent possible, installation of a sign **should** avoid irreversible damage to a building façade.
- B. Existing sign mounting brackets, studs or holes **should** be reused for new signage, whenever feasible.
- C. The number of anchor points **should** be minimized.
- D. The method of sign installation **should** prevent a sign from obscuring the building's architectural features to the greatest extent possible.

# Lighting

It is important to balance the need for lighting of signs for easy visibility with the desire to have only external light sources that fit the historic character of downtown buildings and create a pleasant pedestrian environment.

## Standards

1. **Awnings shall not** be internally illuminated.
2. High-lumen exterior lamps **shall** be located and shielded to prevent the casting of direct light or glare on adjacent roadways or properties, and shall not interfere significantly with the sign or sign bracket.
3. All sign lighting **shall** be securely and permanently affixed to prevent movement - suspended light strings are **prohibited**.
4. If a wall or **projecting sign** is internally illuminated, the sign face (background) **shall** be opaque with only pushed thru lettering/symbols illuminated (see side bar).
5. **Blade signs shall not** be internally illuminated.

## Recommendations

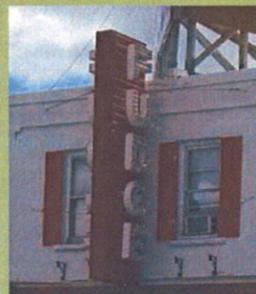
- A. Wall, projecting and **canopy** signage are **strongly encouraged** to be externally illuminated.
- B. **Reverse illumination** (halo effect channel letters) is an appropriate lighting method for signage, but is **discouraged** for signage on historic buildings.
- C. External lighting fixtures **should** be relatively simple and unobtrusive in appearance and size and should not obscure visibility of the sign.
- D. Exposed neon lighting may be used selectively but **should not** be visually obtrusive or dominate the street frontage.
- E. Color changing and "chasing" LED features are **discouraged**.
- F. The **preferred** method of sign illumination is high-lumen exterior lamps that project light onto the sign surface. It is acceptable to incorporate low-lumen lamps into the design of the sign itself with the intent that they be directly visible, such as a series of incandescent bulbs or functional equivalent. Such designs may be approved by the Design Review Committee (DRC).



**APPROPRIATE** This sign is illuminated by an external light source above the sign that is shielded and directed towards the sign, which mitigates light pollution and glare.



**ALLOWED** The above signs (reverse "halo" illumination (above) and pushed thru letters w/ opaque background (lower)) is allowed, but discouraged for historic buildings.



**APPROPRIATE** This sign cabinet includes exposed individual bulbs that spells out the word "fudge". This type of sign adds to unique character of downtown Dells and can be approved by DRC.



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

SIGNAGE DESIGN - GENERAL

# Materials, Colors & Lettering

Signage reinforces business brand and identity. It can also strengthen or detract from the Wisconsin Dells' unique downtown character.



**APPROPRIATE** The lettering is simple, effective and uses subdued colors. The three-dimensional lettering is historically appropriate and improves legibility in varied weather conditions.



**APPROPRIATE** These *wall signs* exemplify the effective use of color (high contrast and part of the building color scheme), simplicity (only two words) and graphics (the camera image quickly communicates the core business function).



**APPROPRIATE** This *wall sign* complements the building architecture in both style and color scheme; however, the use of an internally lit cabinet would not be permitted per Standard #4 under lighting (P13).

## Standards

1. Sign material **shall** be durable and easy to maintain with preference to wood and metal.
2. The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
3. Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alupalite. If acrylic material is used, it **shall** simulate metal or wood.
4. Highly reflective material **shall not** be used, as it is often difficult to read.
5. The color tones between a sign's lettering/symbols and background **shall** have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.

6. The main lettering and predominant background **shall not** use fluorescent colors, but may be used in a secondary role.

## Recommendations

- A. Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.
- B. Subdued and darker colors are encouraged.
- C. Lettering that is simple and bold is encouraged.
- D. Overly-ornate and trendy typefaces that are hard-to-read are discouraged.
- E. Excessive lettering is discouraged, including listing products/services and slogans.
- F. If three-dimensional letters/symbols are used, one-half inch depth or reveal is encouraged to make each letter stand out from the background.
- G. Use of symbols, logos and other graphics as a part of the sign is encouraged to reduce the need for excessive lettering, are easy to recognize, and contribute to the unique identity of a business.
- H. *For multi-tenant buildings*, sign colors of individual tenant signs **should** be compatible with each other.



**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.



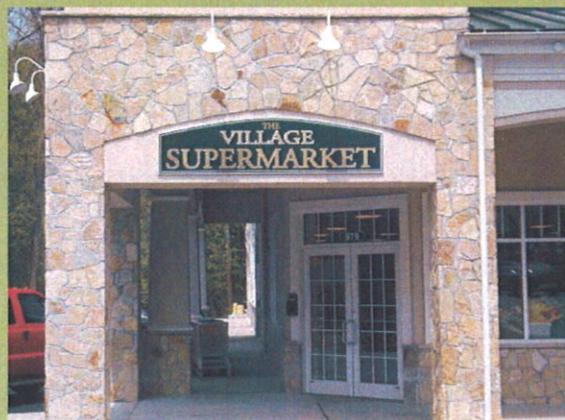
**NOT PERMITTED** This loose vinyl sign may not be used as a permanent sign.



**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.

# Monument Sign

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

SIGNAGE DESIGN - TYPE SPECIFIC



**ALLOWED** This sign is less than six feet tall, includes landscaping around the base, and includes LED changeable messaging signage that covers less than 25% of the overall sign.



**APPROPRIATE** This sign uses high-quality materials similar to the adjacent building, is low and horizontal in profile, and incorporates landscaping along the base of the sign.



**APPROPRIATE** This sign is at pedestrian-scale, uses quality building materials and has a horizontal profile.



**NOT PERMITTED** This sign is too tall, vertical and modern in style to fit the vision for the downtown.

## Standards

1. Each lot **shall** be allowed to have one (1) **monument sign** up to sixty (60) square feet in size, and **shall not** exceed the total allowable sign area established per business frontage (see *Sign Code: Sec. 22.10(3)* for more details).
2. **Monument signs shall** only be used for buildings set back, or where a business' primary entrance is, eight (8) feet or more behind the public sidewalk. In the downtown area this includes residential buildings that have been converted to commercial use.
3. **Monument signs shall** be oriented perpendicular to the sidewalk so that they are easily viewed from the sidewalk and street in both directions.
4. **Monument signs shall not** be more than six (6) feet tall, at the highest point, from the sidewalk grade.
5. The base of the sign **shall** be landscaped.
6. A LED changeable messaging sign may be incorporated in a **monument sign**, but **shall not** make up more than twenty-five (25) percent of the sign area, inclusive of the base area.

## Recommendations

- A. **Monument signs** with horizontal proportions are **strongly encouraged**.
- C. Contemporary design are **discouraged** in the downtown district.
- D. A high-quality durable base material is **encouraged**, such as brick, stone or cast-in-place concrete.

# Wall Sign

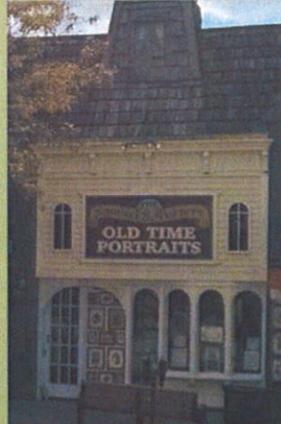
Wall signs are signs or individually mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

## Standards

1. Each business frontage **shall** be allowed one (1) **wall sign** per fifty (50) feet of street frontage (e.g. under 50 ft. of frontage is allowed one sign, 50-99 ft. of frontage is allowed two signs, and so on).
2. A **wall sign shall not** exceed sixty (60) square feet in size, and **shall not** exceed the total allowable sign area established per business frontage (see *Sign Code: Sec. 22.10(3)* for details).
3. The primary **wall sign shall** be located above the street-level windows/door.
4. If a historic sign board area exists above the **transom** windows, the primary **wall sign shall** fit within this space and shall not extend above, below, or beyond the edges of the signboard area.
5. Signs below eight (8) feet from grade **shall not** project more than two (2) inches from the building and above eight (8) feet **shall not** project more than eighteen (18) inches.
6. The highest point of the **wall sign shall not** extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.

## Recommendations

- A. The primary **wall sign should** be below the sills of second-story windows on multi-storied buildings, if feasible.
- B. Horizontally-oriented and centered **wall signs** are **encouraged**.
- C. Where feasible, a **wall sign should** be placed to align with other signs on that building and other buildings on the same block face.



**APPROPRIATE** This sign is centered above the first floor window/doors, does not obscure the building's architectural features, and complements the building's architectural style.



**APPROPRIATE** This multi-tenant building has **wall signs** centered at each business entry and are align with each other.



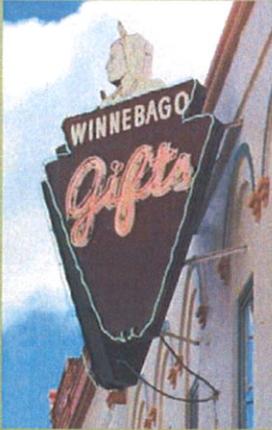
**NOT PERMITTED** This cabinet **wall sign** is not the typical solution for a historic storefront facade, as it covers up architectural detail, extends over window area, and extends beyond the first floor cornice.

SIGNAGE DESIGN - TYPE SPECIFIC

# Projecting Sign

A projecting sign is a sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.

SIGNAGE DESIGN - TYPE SPECIFIC



## APPROPRIATE

This **projecting sign** minimizes its impact on the historic architectural features, does not extend more than 5 feet over the cornice, and uses neon lights in a unique manner spelling out "gifts" and bordering the sign.



**APPROPRIATE** This sign has a mounting bracket over it, does not cover up any architectural elements, and matches the building's color scheme.



## NOT PERMITTED

This **projecting sign** extends below the first floor cornice (prohibited). It also lacks a mounting bracket (i.e. directly attached to the facade) and does not match the heaviness of the building's materials (even though it does mimic the architectural detail of the windows).

## Standards

1. Each business frontage **shall** be allowed one (1) **projecting sign** per fifty (50) feet of street frontage (e.g. under 50 ft. of frontage is allowed one sign, 50-99 ft. of frontage is allowed two signs, and so on).
2. A **projecting sign shall not** exceed fifty (50) square feet in size, and **shall not** exceed the total allowable sign area established per business frontage (see Sign Code: Sec. 22.10(3) for details).
3. **Projecting signs shall** be two-sided.
4. **Projecting signs shall** be mounted above the first floor and **shall not** be extend more than five (5) feet above the roofline, cornice or parapet, whichever is highest.
5. **Projecting signs shall** be a minimum 40 feet apart, except that each business **shall** be allowed one (1) **projecting sign**.
6. The mounting bracket **shall** be complementary to the **projecting sign** and the building's architectural style.

## Recommendations

- A. **Projecting signs** are **encouraged** to have a visible mounting bracket that projects over or under the sign.

# Awning, Canopy & Marquee Sign

Awning/canopy/marquee signs are signs that are applied to the face of an awning or canopy that projects over a window or door opening.

## Standards

1. Changes to **awnings**, **canopies** and **marquees** **shall** meet the requirements under Building Design - Projections (p.31) within this Design Standards Handbook.
2. **Awning** signs **shall not** cover more than seventy-five (75) percent of the valance/flat profile, and **shall not** cover more than fifty (50) percent of the **awning** roof.
3. **Canopy** and **marquee signage** **shall not** cover more than seventy-five (75) percent of the valance/flat profile or side panels.
4. Signage on retractable **awning** **shall** be located on the front valance/flat profile, so that the signage is visible whether the **awning** is extended out or retracted against the building's façade.

## Recommendations

None



**APPROPRIATE** This **awning** includes a sign that covers less than 50% of the **awning** roof and has an external light source above the **awning**. The **awning** is over a doorway and more than 8 feet above the sidewalk grade.



**NOT PERMITTED** The signage on this **awning** covers more than 75% of the valance.

SIGNAGE DESIGN - TYPE SPECIFIC

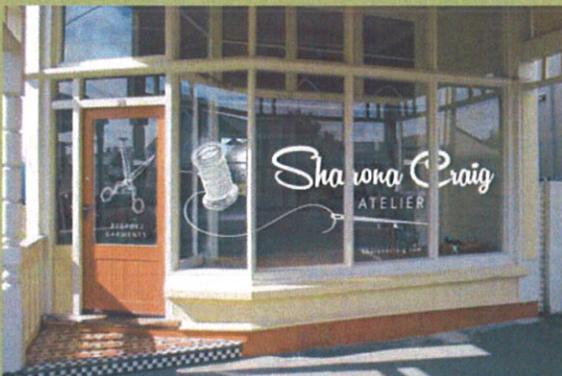
# Window Sign

Window signs is a any sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

SIGNAGE DESIGN - TYPE SPECIFIC



**APPROPRIATE** This storefront includes door signage covering less than 25% of each door, and product display covering less than 50% of each *storefront display window/door area* (below 7



**APPROPRIATE** The signage adhered to the storefront windows covers less than the 25% of each window, but is quite legible from both the sidewalk and street.



**NOT PERMITTED** The *window signage* on this business far exceed 25% coverage, including complete coverage of one window. Lack of visibility in the store is a safety concern and the over-signing detracts from the building architecture.

## Standards

1. Signage, excluding product display, **shall not** cover more than twenty-five (25) percent of each *storefront display window/door area*(\*).
2. To maintain visibility into storefront, all *window signage*, including interior signage and product display within three (3) feet of the panes of glass (door or window), **shall not** cover more than fifty (50) percent of each *storefront display window/door area*(\*).
3. Sign lettering and images **shall** be created from high-quality materials such as paint, gold-leaf, etching, vinyl, or neon.
4. Neon cabinet/canister and flashing neon signs are **prohibited**, while exposed neon signs (either individual neon letters or neon tubing script) can be appropriate as *window signs*.

## Recommendations

- A. *Window signs* should consist predominately of lettering with a transparent background.

(\* ) "*Storefront Display Window/Door Area*" is the glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include *transom window area*

# Portable Sign

A portable sign is a sign not permanently attached to the ground or other permanent structure including sandwich boards and pedestal signs.

## Standards

1. One (1) **portable sign shall** be allowed for each business that has obtained a state-issued **food license**.
2. A **portable sign shall** be no more than six (6) square feet in area, inclusive of border and trim.
3. The height of the **portable sign shall** be no more than three (3) feet for **sandwich boards** and four (4) feet for **pedestal signs**.
4. **Portable signs shall** be constructed of durable materials, such as wood and metal.
5. **Portable signs shall not** be illuminated or contain moving parts.
6. **Excluding chalkboard signs, portable sign graphics shall** be professionally painted or applied.
7. **Portable signs shall** be braced and/or secured to prevent motion using components that complement the sign's design, materials and colors.
8. **Portable signs shall** be located within ten (10) feet of business entrance, but not placed as to interfere with pedestrian ingress and egress.
9. **Pedestal signs shall not** be in the public **right-of-way**.
- 10 **Portable signs shall not** placed in any location where the paved area for passage is reduced to less than six (6) feet or within fifteen (15) feet of an intersection, driveway, crosswalk or stairwell.
11. **Portable signs shall** meet the additional requirements per Sec. 22.09(8) of the Sign Ordinance.

## Recommendations

- A. **Portable signs should** reflect the character of the building and complement the building's other signage.
- B. Wood and metal signs are **preferred**.



**APPROPRIATE** These **sandwich boards** are made of durable materials and have professionally designed components.



### ALLOWED

**Portable signs** are allowed as long as they are made of durable material, have components that are professionally designed and are placed out of the way of foot and motorist traffic.

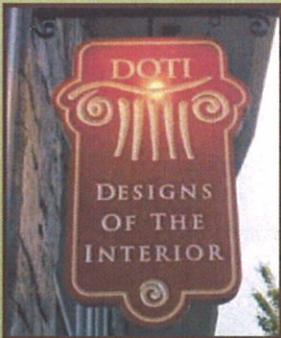


**NOT PERMITTED** This sign is placed less than 15 feet from the corner, which is a safety concern for both pedestrians and motorists.

# Blade Sign

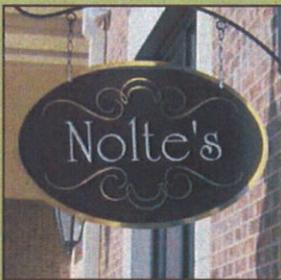
A special projecting sign attached to the building along the storefront frontage incorporating the downtown WI Dells River Arts District brand.

SIGNAGE DESIGN - TYPE SPECIFIC



## APPROPRIATE

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



## Standards

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

## Recommendations

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

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# Street Relationship

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

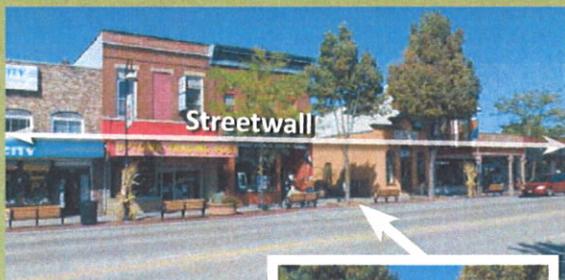
SITE DESIGN



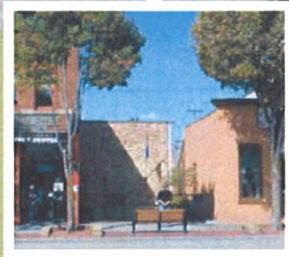
**APPROPRIATE** The ADA ramp is incorporated in the stair entrance and meets the needs of all users.



**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 overall 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.



**APPROPRIATE**



**NOT PERMITTED**

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



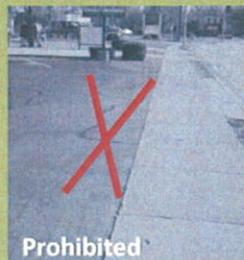
**ALLOWED** Development #1 parking is in the rear yard, and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two.



**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 (excludes short-term display/sales - see **Standard 6**).
6. Short-term display items, or items that are available for purchase by customers, **shall** follow City Code sec. 16.30.

## Recommendations

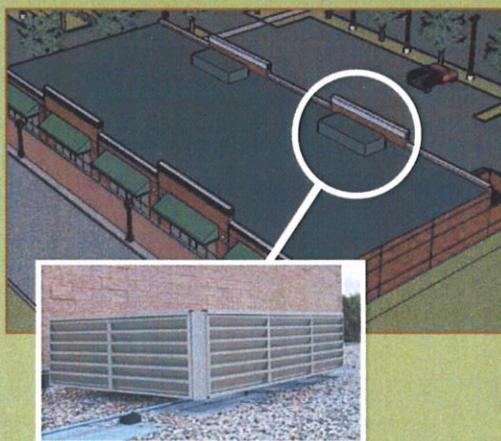
- A. Shared garbage and recycling facilities are **encouraged**, where practical, as a means to meet screening requirements and preserve access needs.
- B. Plantings around dumpster enclosures is **encouraged**.
- C. Placement of loading and staging areas in the rear yard is **encouraged**.



**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.

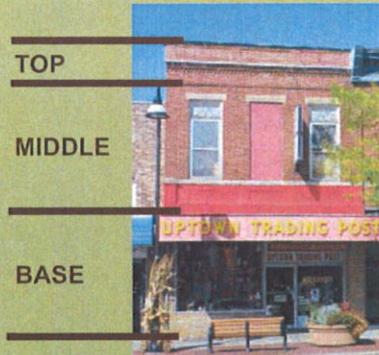
## Standards

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).



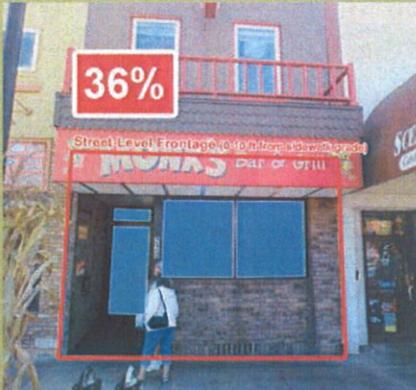
**PROHIBITED** A low-slope roof, which does not meet Standard 8.

BUILDING DESIGN

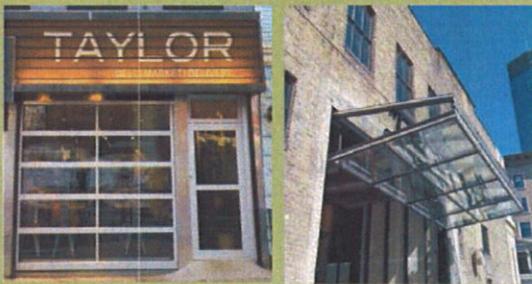
# Windows, Doors & Garages

**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. **Awnings shall** be at least three (3) feet in depth and have a minimum clearance height of eight (8) feet above the sidewalk grade.
6. **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.
7. **Awnings** and **canopies shall not** be made of shiny materials or have a shiny finish.
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.

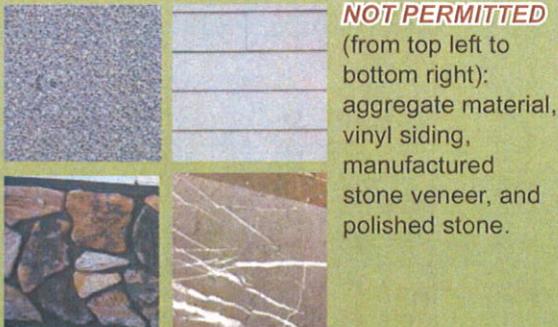


**NOT PERMITTED** **Awnings** may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

# Colors & Materials

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

BUILDING DESIGN



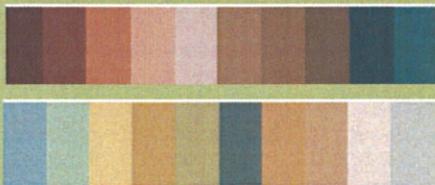
**NOT PERMITTED** (from top left to bottom right): aggregate material, vinyl siding, manufactured stone veneer, and polished stone.



**NOT PERMITTED** The above materials are not permitted as the primary building material on facades facing Broadway Avenue, cross streets of Broadway (up to alley) or river/riverwalk (from left to right): **corrugated metal**, **ribbed metal** and other panelized metal products.



Use of metal products as an accent material above the base of the building is allowed; however, use as a primary facade material is prohibited.



**APPROPRIATE** Example of preferred colors for the primary facade, 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. **Prohibited** building materials include gravel aggregate materials, vinyl siding, **manufactured stone veneer**, and polished stone.
4. **Metal panel/siding systems** (e.g., **corrugated/ribbed panels**) and other panelized products **shall** only be used as an accent building material along Broadway Avenue, on cross streets to Broadway Avenue up to mid-block alley, or facing the river/riverwalk.
5. Excluding areas restricted in **Standard 4**, metal panel/siding systems and other panelized products **shall not** cover more than fifty (50) percent of the facade.
6. **EIFS, metal panel/siding systems** and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. 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 left.
- B. **Preferred** exterior finish materials include kiln-fired brick, terra cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- C. Where allowed, metal siding/panels are **encouraged** to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- D. **EIFS** is **discouraged** as a principle facade material.

# Historic Cleaning & Restoration

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

For the purposes of these standards, a structure is considered "historic" if it is at least 50 years old and has retained some historic physical integrity (see Traditional Facade Components).

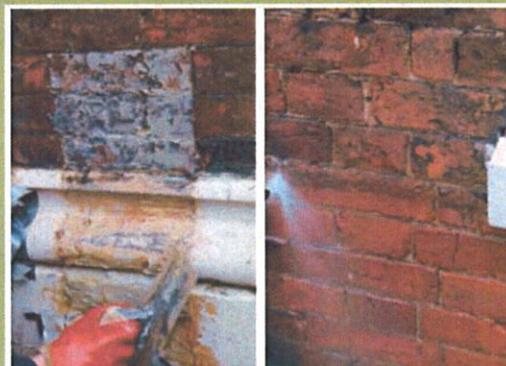
## Standards

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.
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. Existing window openings on facades facing a public street **shall** be retained.
8. Original or historic features, including columns, bulkheads, **transoms** and moldings, **shall** be retained, if possible.
9. 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.



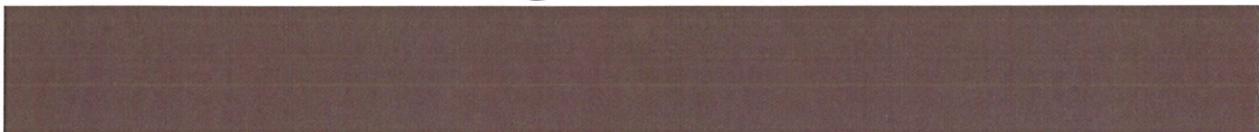
**ALLOWED** Chemical / Softblast Cleaning



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

HISTORIC BUILDING

# Historic Cleaning & Restoration (cont.)



HISTORIC BUILDING

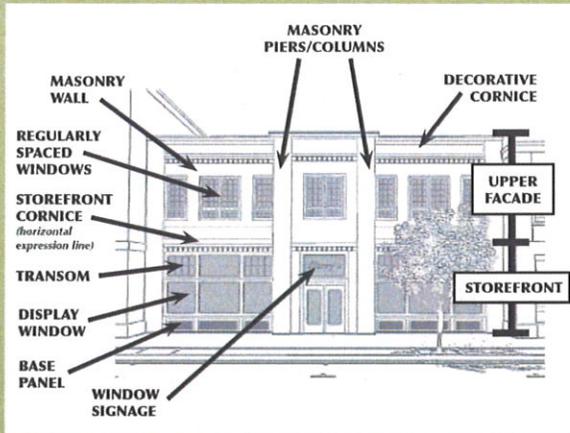


Illustration showing the *traditional facade components* of a downtown storefront building.



**APPROPRIATE** An example of a reconstructed architectural pediment.



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

## 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 on all building facades.
- 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 / aluminum products applied over masonry surfaces is discouraged.
- J. Architectural details should not be obscured or covered up by siding, *awnings* or signage.