

CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, JANUARY 24, 2018 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 January 10, 2018 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any (a) Ambers – Free standing sign – 1113 Broadway (b)
4	Discussion / Decision on Outdoor seating/dining application(s) submitted for review, if any (a)
5	Discussion / Decision on Building/site plan application(s) submitted for review, if any (a)
6	Discussion / Decision on Non-conforming sign on property which has changed ownership, if any (a)
7	Discussion / Decision on Façade Improvement Grant Projects, if any (a)
8	Discussion / Decision about amending the Design Standards and/or Sign Ordinance (a) Portable signs on the Broadway terrace
9	Items for referral to future meeting
10	Set date and time of future meeting (February 7)
11	Adjournment
	<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.</p> <p>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 JANUARY 19, 2018</p>

Ambers
1113 Broadway
Sign Application
DRC 012418

The City has received an application for a new sign face at 1113 Broadway, the current Amber's Hideaway. The ownership is remaining the same this proposal is just a change of business branding to Amber's Inns and Suites.

As an existing back lit sign, the main consideration is conformance with the current lighting standards, which require the background to be opaque.

The other standards too address would be that the colors are acceptable and complimentary with the existing building.

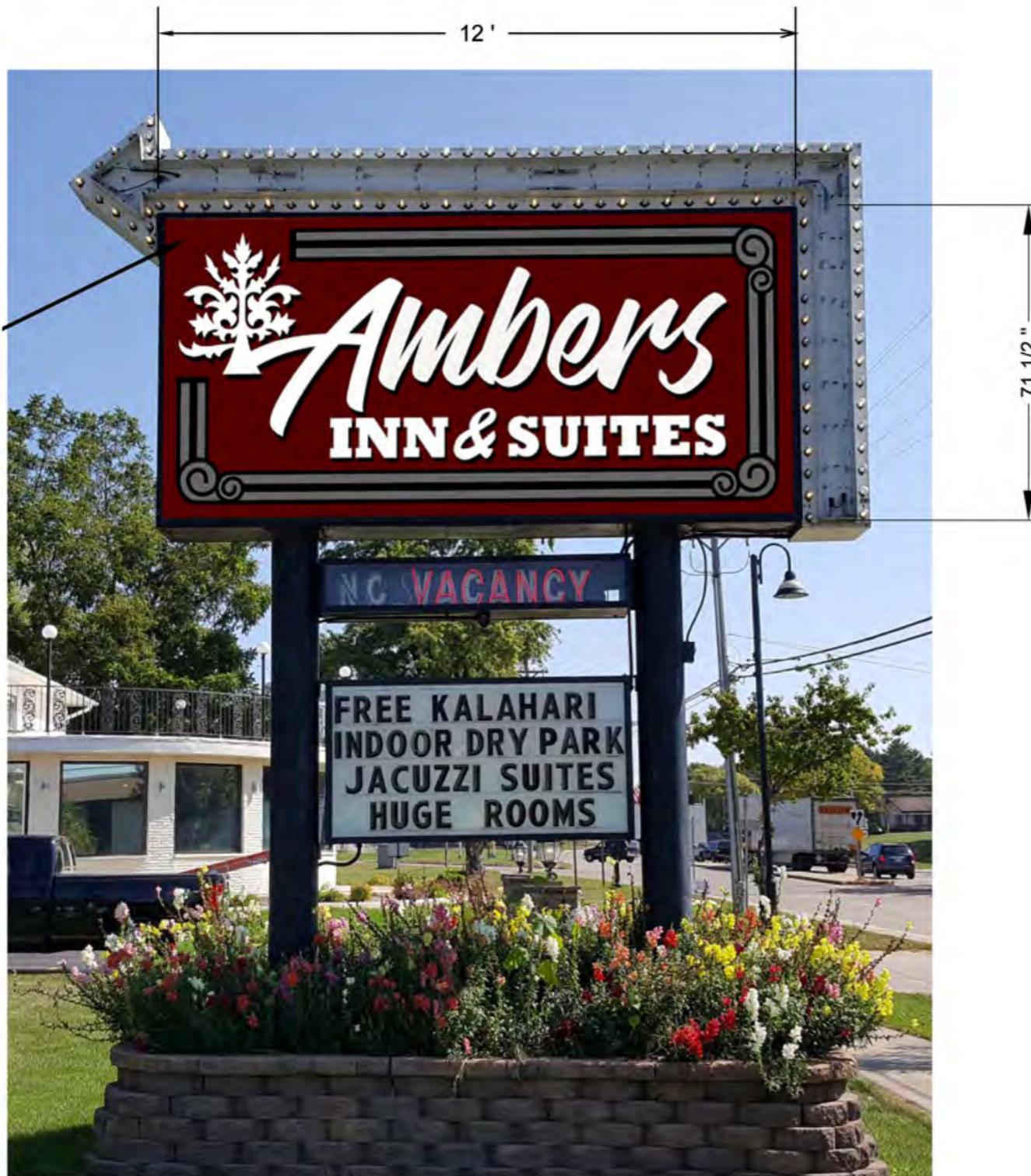
As an existing pole sign, this sign would be considered legal non-conforming. The current owner purchased the legal non-conforming sign approximately one year ago. The sign code has changes in regards to transfer of ownership since then, and appears that section of the code would no longer apply to this sign.

It should be noted that the main non-conforming aspect of this sign is the lack of a solid base. This sign appears to be well under the height (20 ft) and area (200 sq ft) standards for a monument sign at this location.

Chris Tollaksen
City of Wisconsin Dells

SPECIFICATION NOTES

- A** ILLUMINATED PYLON SIGN.
- B** REPLACE OLD FACES WITH NEW PAN FACES DECORATED WITH DIGITAL PRINTS.



NIGHT VIEW.

Approved by: _____ Date: _____ Landlord: _____ Date: _____

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1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
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 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

DESIGN

Drawing by: **MICHAEL V JOLIN**
 Sign Type: **NEW PAN FACES.**
 Date Created: **1/2/2018**
 Last Modified: **1/17/2018**
 Scale:

SALES

Job Name: **AmblnnPanFaces**
 Job Address: **113 BROADWAY WIS DELLS WI, 53965**
 Salesperson: **BILL RUPP**
 Job Number: **#97424**

FILE

Revision Number: **REVISION #2**
 Job File Location:

COLOR KEY

1 ■ DIGITAL PRINT.

*COLORS ON SKETCH ARE ONLY A REPRESENTATION, ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER

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, or as close as possible, 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** be 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** not occupy more than one (1) foot of the normal paved area for passage, when possible.
12. **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.

(8) *Portable Signs.*

- (a) **Location.** The sign shall be located within ten (10) feet of the business entrance, but shall not be placed in a location where the paved area for passage is reduced to less than six (6) feet or within twelve (12) feet of an intersection, driveway, public stairwell or crosswalk.

Portable signs shall be placed so as not to occupy more than one (1) foot of the normal paved area for passage. i.e. Where possible, portable signs shall be located on private property or the dedicated terrace area.

Definition:

Normal paved area for passage: The standard public flat gray sidewalk area intended for pedestrian traffic, buffered from vehicle traffic by a terrace area of colored and stamped concrete or pavers.

- (b) **Usage.** The sign shall only be used during business hours.
- (c) **Material.** The sign shall be made of a durable material such as wood or metal.
- (d) **Liability Agreement.** A license agreement is required in a form and amount approved by the City indemnifying and holding the City harmless from liability and naming the City, its officers and employees as an additional insured on a general liability insurance policy.